

Susan Wetherington

From: Susan Wetherington [susan.gcdc@tds.net]
Sent: Thursday, August 19, 2010 2:21 PM
To: gcdc@tds.net
Subject: Green County E&I Meeting information for August 30--and newsletter



Monthly newsletter

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August 2 Meeting Wrap-up: CATI

On August 2, Kate Walker with the Center for Advanced Technology & Innovation, shared what services CATI has and how they can be a resource for small businesses looking to expand into new products.

Kate explained that larger companies

September 2010

Dear Susan,
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

Looking for Business Funding Options?



MONROE, Wis. – Funding options for small businesses? What is available? How do you access it? How do you apply for a loan? What information do lenders want? Ever asked those questions?

Ruth Rohlich, Wisconsin Women's Business Initiative Corporation, will come with some the answers to the Green County Area Entrepreneurs & Inventors meeting on Monday, August 30, 2010, 6:30 to 8:30 PM at the AmericInn Lodge Conference Room, 424 4th Avenue, Monroe. The evening event is FREE and open to the public. Refreshments are available.

spend more on research and development. Often they create plans and patents on products that they then decide are outside of the scope of the business. She mentioned that the SC Johnson Company looked at food products, yet because their company is the producer of Raid®--the combination was not promising.

CATI partners with those type of Wisconsin companies that have patents they are not going to market. CATI's job is to link businesses looking for new product production and those existing patents. For more information on CATI, check out their website at www.thecati.com or call Kate at 262.898.7410.



"Obstacles are things a person sees when he takes his eyes off his goal."

***E. Joseph Cossman
Entrepreneur***

**Showcase of
Opportunity
August 24 & Sept.
10**

Meet WWBIC representative Rohlich and learn about a variety of financing options and the steps necessary to apply for a loan. Participants will learn what alternative financing agencies are out there and which program will best suit their business financing needs. This is the place to start exploring where you can look for funding.

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.



**Small Town
Strong!
Sherrell Jean's
Diner in South
Wayne**

Sherrell Jean Ruegsegger and her sister were looking for

something they could do in their town of South Wayne, Wisconsin. They wanted to do something that would not only provide an income but also support the community. Preferably, she wanted to use her enjoyment of working with the public and her three years of experience working in the restaurant and hospitality industry. The opportunity came quicker than they expected. So fast, in fact, she had made an offer on a business and it was accepted before she had a chance to tell her husband!

Sherrell Jean bought the turn-key operation in the winter of 2010. The business is Sherrell Jean's Diner at 108 E. Monroe Street, on Highway 11 in South Wayne (608.439.5769, the4rs@tds.net). There

Business FONDUE is an initiative to support food-based businesses and food business start-ups in Green County. The initiative was created through a partnership between GCDC, UW Extension Green County, Agriculture Innovation Center and Thrive. In addition to a coming [website](#) and the first August 18 Showcase of Opportunity focused on Kitchen Facilities Options, **two more Showcases of Opportunity are being offered.**

Showcase of Opportunity-- Licensing & Permits is scheduled for **Tuesday, August 24 6:30 PM at Greenco Industries**, 1601 4th Avenue West, Monroe and will feature state food inspectors to answer your questions PLUS information on how Greenco Industries can partner with food businesses to offer anything from packaging to storage and much more. This event is free but you can register at gcdc@tds.net.

Showcase Workshop on Marketing & Branding will be held on **Friday, September 10 from 9 AM to 4 PM** at the First National Bank & Trust lower level community room, 1625 10th Street, Monroe. Regional experts will give you in-depth and hands-on marketing and branding information to help you launch your

is nothing more important to a small town community than the local diner. The local diner is generally the focal point for local news and information. The local diner served as a social networking outlet long before facebook and twitter.

Once the purchase was made, the remodeling began and expanded the building for a beauty shop to be operated by her sister. On March 1st, Sherrell Jean's Diner opened for business and hired 1 full-time and 2 part-time employees. In fact, Ruegsegger admits her "biggest challenge in starting the business was the remodeling of the building over the winter. "You want everything to be right immediately, so you can open and receive customers. It was frustrating," she said.

"All in all, things moved smoothly right up through our opening in March. Now the challenge is getting the word out to the community and surrounding areas that we are open longer hours than the previous owners," she said. In fact, Ruegsegger expanded the operating hours; which allowed her to offer a weekly Fish Fry and Fish Boil. Some claim this dinner event to be one of the best Frys in the area. And the Fish Boil is one of the few available in the region.

As for Ruegsegger,... "the public response to having a full time diner in the community has been my biggest reward. People recognize how important it is to this small town."

The diner is open Monday through Thursday, 6am-6pm; Friday, 6am-9pm; and Saturday, 6am-2pm, Sherrell Jean's Diner,... is definitely small town strong!

The Southwest Wisconsin Small Business Development Center (SWSBDC) serves the Wisconsin counties of Grant, Green, Lafayette, Iowa, Richland, Crawford, and the adjacent areas of eastern Iowa and northern Illinois. If you have any questions about your business, industry trends or regarding how to start a business, the SWSBDC provides free counseling and workshops. Contact us at the SWSBDC, Monday through Friday, at 608.342.1038.

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

product line. Cost is \$20 and includes continental breakfast and a lunch. Register for this event by emailing gcdc@tds.net.

If you have questions about Business Fondue or either of these opportunities, please call us at 608.328.9452 or email us at gcdc@tds.net.

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.

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.

New Tips and Tools For You For This Week

Want to learn more about On-line Marketing? Mitch Meyerson's Mastering Online Marketing Tips and Tools August 13, 2010 offers some insights. You might want to check his blog out--see link below. He has been publishing online since 1999.

Here are the resources he offered in his August 13 newsletter:

1. How To Organize Your Social Media Efforts in One Hour a Day by Dave Evans
2. Four Keys To Presenting Your Business With Impact with Craig Valentine, 1999 World Champion Speaker [Downloadable audio]
3. What Is Marketing and How It Can Increase Your Sales [Downloadable audio]
4. A new thread with posts from the Social Media Superstars


Click the top navigation called "Social Media" and read cool tips from Mari Smith, Denise Wakeman, Julie Perry, Keith Ferrazzi and others at <http://www.MasteringOnlineMarketing.com/blog>

I know it is confusing, but the September meeting of the Green County Area Entrepreneurs and Inventors will actually be held August 30th. That frees you to spend Labor Day with your family.

The August 30 meeting will be 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 August 30!

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