

Additional Information and Technical Assistance

Statewide Resources

Starting your own business can be the most exciting and rewarding experience of your life. There are many valuable resources for a person hoping to start a new business or take over or move an existing business. This is not a complete listing of resources. However, it will help you get started in the right direction towards fulfilling your dream.

Business Answerline

1-800-940-7232

Free information service provided by the Small Business Development Center (SBDC) for small business owners and prospective entrepreneurs.

Business Wizard

www.wisconsin.gov/state/app/wizard/LoadIntro

Using a series of five question and answer pages, the Wizard provides customized information to help you start and operate a Wisconsin-based business.

Business Procurement Assistance Center

Moraine Park Technical College
2151 North Main St, West Bend, WI 53090
(262) 335-5893
matcmadison.edu/bpac

Assists businesses in winning government contracts by providing services that include government market research, electronic bid matching, and bid preparation service.

Center for Innovation and Development

UW-Stout
278 Jarvis Hall, Menomonee, WI 54751
(715) 232-1457

Provides a broad range of interaction to businesses through assistance from UW-Stout's technical faculty and staff, access to the University's facilities and programs, including product engineering and design, prototype development, product evaluation, technical training, management, processing, materials, automation, and other areas.

Demographic Services Center

101 E Wilson St, 4th Flr, PO Box 8944, Madison, WI 53708
(608) 266-1927
www.doa.state.wi.us

Develops population estimates and projections for local government units.

State Bar of Wisconsin Business Assistance (Now run by WEN)

2701 Larsen Road, Green Bay, WI 54303
(920) 496.2116
www.wenportal.org

Provides small and emerging businesses with up to two hours of counseling services from a business lawyer at no cost.

US Immigration and Naturalization Service

Bureau of Citizenship and Immigration Services
517 E Wisconsin Ave, Milwaukee, WI 53202
(800) 357-2099

Provides information on immigration law.

US Economic Development Administration

Chicago Regional Office (serves Wisconsin)
111 N Canal St, Ste 855, Chicago, IL 60606
(312) 353-7706

Provides grants for infrastructure development, local capacity building and business development to help communities alleviate conditions in economically distressed areas.

US Small Business Administration

Milwaukee Office
310 West Wisconsin Avenue, Room 400
Milwaukee, WI 53203
(414) 297-3941

The SBA's many business assistance programs are available through the Madison District Office.

Wisconsin Business Development Finance Corporation

2905 Universal St, Ste 230, PO Box 3178, Oshkosh, WI 54903
(920) 920-231-5570

www.wbd.org

Works with the SBA and private-sector lenders to provide financing to small businesses through SBA 504 financing.

Wisconsin Department of Administration

Bureau of Procurement
101 E Wilson St, 6th Flr, PO Box 7867, Madison, WI 53708
(608) 266-2605

vendornet.state.wi.us/vendornet/vguide/index.asp

Provides information on state government purchasing and procurement procedures and assistance with bidding.

Wisconsin Department of Commerce

Northeast Wisconsin Technical College
2740 W Mason St, Bldg C, Rm C232, Green Bay, WI 54303
(920) 498-6302

www.commerce.state.wi.us

Commerce has a broad range of financial assistance programs to help businesses undertake economic development.

Business Development Assistance Center

201 W Washington Av, PO Box 7970, Madison, WI 53707
(800) HELP-BUS(iness) or (800) 435-7287

Provides managerial assistance to small businesses, particularly first-time entrepreneurs. The office furnishes information on government regulations and financing alternatives, and refers businesses to appropriate resources.

International Trade Consultant - Brad Schneider

201 West Wisconsin Avenue,
Madison WI 53703
(608) 266-8738

Assists in assessing product demand in foreign markets, helps businesses plan entry into international markets, and connects businesses to potential customers, distributors, or partners, as well as support service providers.

Wisconsin Department of Financial Institutions*Corporation Section*

345 W Washington Av, 3rd Flr, PO Box 7846, Madison, WI 53707

(608) 261-7577

www.wdfi.org/corporations

The filing office for the organizational instruments to create corporations, limited partnerships, limited liability partnerships, and limited liability companies, as well as documents to amend those charters.

Securities Division

345 W Washington Av, 4th Flr, PO Box 1768, Madison, WI 53701

(608) 266-1064

www.wdfi.org/securities

Regulates the offer and sale of securities, franchise investment offerings, and corporate takeovers. It provides assistance in understanding and complying with the Wisconsin Uniform Securities Law and gathering information regarding franchise opportunities.

Wisconsin Department of Revenue*Income, Sales, and Excise Tax Division*

265 W Northland Av, Appleton, WI 54911

(920) 832-2727

www.dor.state.wi.us

Provides forms, publications, and answers about Wisconsin taxes (income, sales, and use taxes, etc.).

Compliance Bureau

PO Box 8906, Madison, WI 53708

(608) 266-2276

Business tax registration, sales tax, seller's permit, consumer use tax permit, withholding tax ID number, etc.

Bureau of Manufacturing and Utility Assessment

200 N Jefferson St, Ste 626, Green Bay, WI 54301

(920) 448-5191

Tax assessment/exemption information for manufacturers.

Wisconsin Department of Workforce Development*Division of Worker's Compensation*

PO Box 7901, Madison, WI 53707

(608) 266-1340 or (608) 266-2041 (to order publications)

www.dwd.state.wi.us/wc/default.htm

Programs to make sure injured workers receive required benefits; encourage rehabilitation and re-employment for injured workers and promote the reduction of work-related injuries, illnesses, and deaths.

Equal Rights Division

201 E Washington Av, PO Box 8928, Madison, WI 53708

(608) 266-6860

www.dwd.state.wi.us/er

Enforces state laws that protect citizens from discrimination in employment, housing, public accommodations, family & medical leave and labor laws regarding wages, hours, and conditions of work.

Division of Unemployment Insurance

PO Box 7942, Madison, WI 53707

(608) 261-6700

www.dwd.state.wi.us/ui

Administers programs to collect employer taxes, pays benefits to unemployed workers, resolves benefit claims and employer tax issues, detects welfare and unemployment insurance fraud, and collects unemployment insurance and welfare overpayments.

Wisconsin Housing and Economic Development Authority

PO Box 1728, Madison, WI 53701
(800) 334-6873 or (608) 266-7884
www.wheda.com

Offers loans and loan guarantees for small business and agricultural development projects.

Wisconsin Innovation Service Center

UW-Whitewater
402 McCutchan Hall, Whitewater, WI 53190

Helps inventors and entrepreneurs to determine the potential for commercial success of inventions and new product ideas and to understand the commercialization process.

Wisconsin Institute of Certified Public Accountants

PO Box 1010, Brookfield, WI 53008
(800) 772-6939
www.wicpa.org

Offers advice and information on selecting and working with a CPA.

Wisconsin Manufacturing Extension Partnership

2601 Crossroads Dr, Ste 145, Madison, WI 53718
1-877-800-2085
www.wmep.org

WMEP is a technical and business resource that helps manufacturers be successful through modern tools and strategies such as lean manufacturing, strategic repositioning, value chain management, quality and ISO, job shop improvements, etc.

Wisconsin Secretary of State

30 W Mifflin St, 10th Flr, PO Box 7848, Madison, WI 53707
(608) 266-5503 or (608) 266-5653 (trademark & trade name registration)
www.state.wi.us/agencies/sos

Administers a variety of responsibilities in state government, including registering trade names and trademarks.

Wisconsin TechSearch

Kurt F. Wendt Library
215 N Randall Av, Madison, WI 53706
(608) 262-5913
www.wisc.edu/wendt/wts/index.html

Offers document delivery and reference services to business and industry. On-line literature, patent, and trademark services are available

Wisconsin Entrepreneur Network [WEN]

C/o Business Assistance Center,
2701 Larsen Road
Green Bay WI 54303
(920) 496-2116

Web Resources

The internet offers a wealth of invaluable information to entrepreneurs and small business owners. Here are a few recommended websites to get you started:

About.com's Small Business Information Center

sbinformation.about.com/smallbusiness/sbinformation

A wealth of information on topics from business plans, home businesses and starting and financing a business to government help, legal matters, and web marketing. This site includes a one-stop page of recommended web sites for small business information.

Association of Small Business Development Centers (ASBDC)

<http://www.asbdc-us.org/>

The ASBDC helps new entrepreneurs realize their dream of business ownership, and to assist existing businesses to remain competitive in the complex marketplace of an ever-changing global economy.

BizMove

www.bizmove.com

Offers reference materials and services for small and home-based business owners including recommended websites, a small business search engines, business forms and a library.

Bplans.com

www.bplans.com

Provides sample business plans, marketing plans, online business plan books, and access to expert advice. You'll find sample business plans from sectors such as manufacturing, health, international marketing, retail, and computers.

Commerce Clearing House's Business Owner's Toolkit

www.toolkit.cch.com

Features small and home office guides to everyday business matters such as starting and planning your business, finance, marketing, your office and equipment, personnel, accounting, and taxes couple with a comprehensive listing of business tools including model business forms, financial templates, and checklist.

EntreWorld

www.entreworld.org

Provides a wealth of information on starting your business including a resource database of more than a thousand web resources for entrepreneurs, advice from top experts, events calendars, email newsletters, and more.

Export.gov

www.export.gov/comm_svc

This export portal of the US Commercial Service offers valuable assistance to help your business export goods and services to markets worldwide. From this site you can access a global listing of trade events, international market research, and practical tools to help with every step of the export process.

Franchise.com

www.franchise.com

A site to not only learn about franchising, but also a valuable resource for browsing what franchise opportunities are available both in the US, Canada, and abroad.

International Franchise Association

www.franchise.org

One stop shopping experience for franchise information. The IFA is a membership organization of franchisers, franchisees, and supplies. Included on this website are franchise opportunities, developments, a resource center, and franchise information for minorities and women.

Wisconsin Department of Commerce

www.commerce.state.wi.us/

An extremely well done site specific to doing business in Wisconsin with sections on start-up, expansion, finance, international business, technical resources, business statistics, and more.

Small Business Administration (SBA) Online

www.sbaonline.sba.gov

Includes information on SBA programs and publications on starting, financing, and expanding a small business as well as an SBA classroom, outside resources, and an online library.

Small Business Classroom

www.sba.gov/training/entrepreneurship.html

The SBA is collaborating with My Own Business, Inc. to provide a free online Entrepreneurship course for small business owners and entrepreneurs. This 11 session virtual business seminar focuses on the most important areas of business start-up and operating a business. The course is interactive and has an online tool to create a business plan. The course can be used in sequence or the eleven topics can be studied independently.

Yahoo! Small Business

smallbusiness.yahoo.com

Combines news and wide-ranging content, small business communities where professionals can meet and share ideas and interactive business and communication tools to enhance productivity.

US Business Advisor

www.business.gov

The one-stop electronic link to government for business is the SBA's small business online access to guides and government forms needed to comply with regulations or apply for government-backed loans or other federal assistance.

MoreBusiness.Com

www.morebusiness.com

Has lots of useful small business information on topics ranging from starting your own business and incorporating to templates and tools with sample business and marketing plans.

Women-21.gov

www.women-21.gov/

A government website that specializes in resources specifically for Women Entrepreneurs has recently been updated and improved. It provides key resources, targeted information, registration for online programs and networking opportunities to help women entrepreneurs and their businesses reach their maximum potential. The website is collaboration between the Department of Labor and the Small Business Administration.

Additional Links

Here are some additional links to companies that can provide you with valuable information when starting

or expanding a business.

National Small Business Data and Resources

Nonprofit Associations and Advocacy

Foundation for Enterprise Development	www.valuebasedmanagement.net
Home Office Association of America	www.hoaa.com
International Council for Small Business	www.icsb.org
International Franchise Association	www.franchise.org
Internal Small Business Consortium	http://www.isbc.com/Index.cfm
National Association for the Self-Employed	www.nase.org
National Association of Women Business Owners	http://www.nawbo.org/
National Business Incubation Association	www.nbia.org
National Craft Association	www.craftassoc.com
National Federation of Independent Business	www.nfibonline.com
Government Emerging Technology Alliance	www.nsb.org
National Small Business United	www.infolit.org
U.S. Chamber of Commerce Small Business Institute	www.uschamber.com
Wisconsin Economic Development Association	www.weda.org

Online and Print Publications

Biztalk	www.biztalk.com
Business Hotline Online	www.bizhotline.com
Business Week Enterprise	www.businessweek.com/smallbiz
Entrepreneur Magazine	www.entrepreneurmag.com
Inc. Magazine	www.inc.com
Industry Week Growing Companies	www.industryweek.com
Minority Business Entrepreneur (MBE)	www.mbemag.com
Small Business Network	www.sbnpub.com
Web Digest for Marketers	www.wdfm.com
Wilson Internet Services Web Marketing Info. Center	www.wilsonweb.com
ZDNet Small Business Advisor	www.zdnet.com/smallbusiness

Small Business & Data Resources

Business Funding Directory	www.businessfinance.com
Business Resource Center	www.morebusiness.com
CCH Business Owner's Tool Kit	www.toolkit.com
Edward Lowe Small Business Network	www.edwardlowe.org
The Enterprise Development Web Site	www.enterweb.org
The Ewing Marion Kauffman Foundation	www.emkf.org
Federal Market Place	www.fedmarket.com
Law Info	www.lawinfo.com
Let's Talk Business Network	www.ltbn.com
Live Capital	http://www.dnb.com/us/
MIT Enterprise Forum	http://enterpriseforum.mit.edu/
Small Business Advancement National Center	www.sbaer.uca.edu
Patent.org	http://www.patent.org/
Yahoo! Small Business	http://smallbusiness.yahoo.com

Government Resources

Department of Labor Employment Laws	www.dol.gov/elaws
Dept. of Labor Small Business-Regulatory Compliance	www.dol.gov/compliance
Department of Labor—Women's Bureau	http://www.dol.gov/wb/
The House Committee on Small Business	www.house.gov/smbiz

Office of Government Contracting	http://www.sba.gov/GC
U.S. Senate Committee on Small Business	www.sbc.senate.gov
Bureau of Labor Statistics	www.bls.gov
Federal Financial Institutions Examinations Council	www.ffiec.gov
Federal Trade Commission	www.ftc.gov
FEDWORLD	www.fedworld.gov
U.S. Federal Deposit and Insurance Corporation	www.fdic.gov
U.S. General Services Administration	www.gsa.gov
U.S. Occupational Safety and Health Administration	www.osha.gov
U.S. Patent and Trademark Office	www.uspto.gov
EPA Brownfields	www.epa.gov/brownfields
Northeast-Midwest Institute	www.nemw.org
Wisconsin Entrepreneurs' Network	www.wenportal.org

**National Financial Information
Foundation Grants**

Council for Foundations	www.cof.org
Ford Foundation	www.fordfoundation.com
Foundation Center	www.foundationcenter.org
Fundsnet Online	www.fundsnet.com
Grantsmanship Center	www.tgci.com
Rockefeller Foundation	www.rockfound.org
Russell Sage Foundation	www.russellsage.org

Public Finance & Community Reinvestment

Community Reinvestment Fund	www.crfusa.com
National Association of Ind. Public Finance Advisors	www.naipfa.com
Precision Analytics	www.precisionanalytics.com
Virtual Library on Microcredit	www.gdrc.org/icm

Financial Information & Resources

Bloomberg's	www.bloomberg.com
Dun & Bradstreet Credit Information	www.smallbusiness.dnb.com
Harris InfoSource	www.harrisinfo.com
Hoover's	www.hoovers.com
Ohio State University Financial Data Finder	www.cob.ohio-state.edu

On-Line Lenders & Resources

Count-Me-In	www.count-me-in.org
National Women Business Owners Corporation	www.nwboc.org/
WI DOT	www.dot.state.wi.us
WI Dept. of Admin. MBE Programs	www.doa.state.wi.us
Women's Business Enterprise National Council	www.wbenc.org

Workshop Sponsors

Lakeshore Technical College, Center for Entrepreneurship

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Economic Development Corporation of Manitowoc County

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