



SMALL BUSINESS CENTER



# COURSE SCHEDULE

**SPRING 2024**

Starting and growing a small business is about combining your courage and dreams with the right knowledge. The WCTC Small Business Center helps you acquire that knowledge through a variety of affordable courses and services.



WAUKESHA  
COUNTY TECHNICAL  
COLLEGE

Hands-on Higher Ed

Equal Opportunity Affirmative Action Employer/Educator

The Small Business Center continues to offer the Small Business Certificate. To receive a certificate you must attend 75% of all class meetings for each certificate course. There are no prerequisites and courses may be completed in any order.

**TO APPLY:** Once you complete all certificate courses, e-mail Courtney Davis at [CDavis50@wctc.edu](mailto:CDavis50@wctc.edu) with your name, student ID number, address and daytime phone number. Please allow 4-6 weeks for processing.

## Small Business Certificate

Complete this certificate to build the educational foundation you need to successfully start and grow your own small business! Attend the following eight courses to obtain the Small Business Certificate, FREE chamber membership, and access to the Micro Seed Fund. We highly recommend that you begin with a FaSTart Workshop.

- \*145-445 FaSTart Workshop
- \*145-400 Organize Business Finances
- \*145-401 Understanding Business Taxes
- \*145-404 Business Tax Deductions
- \*145-460 Business Plan Development
- \*145-463 Small Business Insurance
- \*145-472 Law for Business Owners
- \*145-482 Marketing Mastermind

## Free Chamber Membership

The Community Chamber Connection gives small business certificate recipients the opportunity to experience the benefits of local chamber membership at no cost for one year. Recipients should contact participating chambers to explore membership benefits. See final page of flyer for details!

*Limit one free membership per certificate. Non-transferable. Restrictions may apply. Chamber voucher can be redeemed at the participating chamber of your choice and will be mailed with your certificate.*

## Micro Seed Fund

Small business certificate recipients are eligible for the Micro Seed Fund which is an unsecured loan up to \$5000 payable over a 5-year term at 1% interest per year. Applicants must also have a completed and approved business plan.

Contact **Courtney Davis** at [cdavis50@wctc.edu](mailto:cdavis50@wctc.edu) or **262.695.3420** for more information.

## Services

### Free One-on-One Coaching

Get expert help navigating the complexities of the business world, shortening the learning curve and increasing your chances of success!

Visit [www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness) to schedule a virtual coaching session.

### Ask the Experts

Access our exclusive network of business professionals who have agreed to meet with small business owners at no cost. Discuss topics of interest, get your business-related questions answered and walk away with the insight and guidance you need to propel your business to the next level! **See page 6 for details.**

For more information, contact us today at 262.695.3420 or visit our website at [www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness).

To register for courses, call 262.691.5578 (option 1).

## Registration Information

### Beginning October 4, 2023

Online (recommended):

- Log into MyWCTC. If you are unable to log in, please contact the Service Desk at 262.691.5555.
- Select "Register for Classes."
- From the Registration menu, select "Register for Classes."
- Select term and click "Continue."
- Enter the class CRNs on the "Enter CRNs" tab and click "Add to Summary."
- Click "Submit" to complete registration.

Phone: Call 262.691.5578 to register.

In Person: Stop by the Enrollment Center on the first floor of the College Center to register in person. Bring your registration form.

*Make sure Registration has your current contact information.*

### Campus Closing

Go to [www.wctc.edu](http://www.wctc.edu) or call 262.691.5239. Classes are canceled when the campus is closed due to inclement weather.

### Days of the Week Abbreviations

M Monday T Tuesday W Wednesday R Thursday



## Stay Connected

To receive course schedules, please visit our website at [www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness) or email **Courtney Davis** at [CDavis50@wctc.edu](mailto:CDavis50@wctc.edu) with your name and email address.





## SMALL BUSINESS – START-UP BASICS

### \*145-445 FaSTart Workshop

Get the step-by-step guidance needed to launch a new venture in this 4-hour informal workshop. Meet other entrepreneurs who are trying to get their small business off the ground and learn the "ropes" from an expert that can answer: What are the differences between LLC's and Corporations? What licenses and permits are needed? Is a business plan needed? Is financing available? What other resources are available? Every aspiring entrepreneur should attend the basic FaSTart Workshop plus the courses in the Small Business Certificate program.

CRN	Starts	Ends	Days	Time	Place	Cost
20359	01/04	01/04	R	5:30-9:20 p.m.	Q387	\$19.12
20360	02/01	02/01	R	5:30-9:20 p.m.	Q387	\$19.12
20361	03/07	03/07	R	5:30-9:20 p.m.	Q387	\$19.12
20362	04/04	04/04	R	5:30-9:20 p.m.	Q387	\$19.12
20363	05/02	05/02	R	5:30-9:20 p.m.	Q387	\$19.12

## SMALL BUSINESS – BUSINESS PLANNING

### \*145-460 Business Plan Development

A business plan is a comprehensive written document outlining the operational and financial steps critical to every start-up or established small business. Like a roadmap, a well-written plan helps you determine where you are, where you want to go and how you are going to get there. This course will provide you with the tools, techniques and expert guidance you need to write your own plan, access capital and dramatically increase your odds of business success.

CRN	Starts	Ends	Days	Time	Place	Cost
20364	01/30	02/20	T	5:30-9:20 p.m.	Q380	\$62.98
20365	04/09	04/30	T	5:30-9:20 p.m.	Q380	\$62.98

## Contact Us

For more information, contact us today at 262.695.3420 or visit our website at [www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness). To register for courses, call 262.691.5578

## SMALL BUSINESS – ACCOUNTING/TAXES

### 103-494 QuickBooks Online

Explore the fundamentals of the QuickBooks Online software to manage your business finances. Learn how to set up a new company, work with lists, process invoices, manage bank accounts, enter and pay bills, process payments, and track accounts receivable and accounts payable. Students should be computer literate and comfortable working in a Windows environment. This course is held in a computer lab; **a textbook is required.**

CRN	Starts	Ends	Days	Time	Place	Cost
20354	01/23	02/27	T	6:30-9:20 p.m.	Q382	\$70.29

### \*145-400 Organize Business Finances

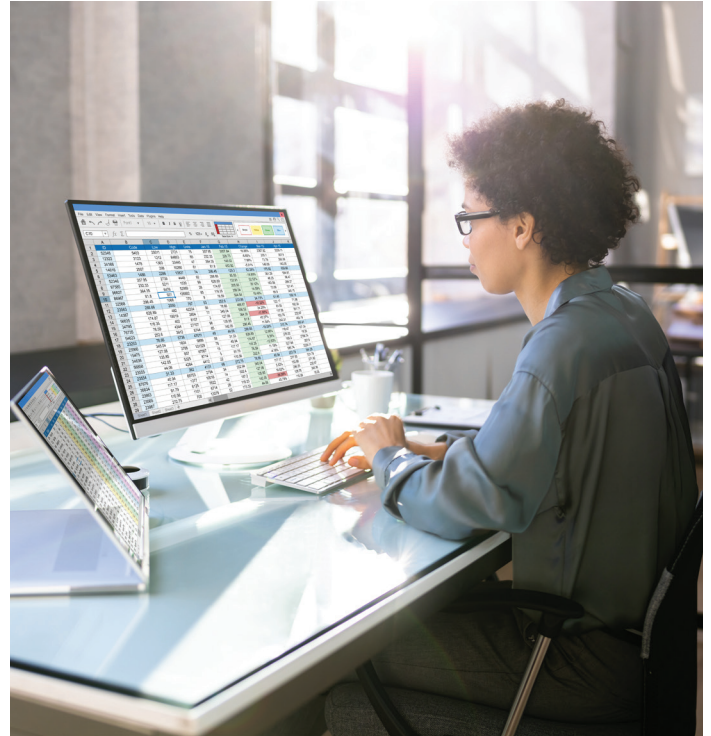
Learn how to set up your business financial system right from the start. Establish a system of checks and balances for your business and organize a proper filing system to keep your business out of trouble. Understand the terms and procedures of computerized bookkeeping systems as well as the basics of bookkeeping without being an accountant.

CRN	Starts	Ends	Days	Time	Place	Cost
20356	02/12	03/04	M	6:30-9:20 p.m.	Q369	\$48.36

### \*145-401 Understanding Business Taxes

Designed for anyone in a small business or anticipating starting a small business. Local, state and federal taxes, including payroll taxes, pertaining to small business will be discussed. Necessary forms and locations of offices for tax information will also be provided.

CRN	Starts	Ends	Days	Time	Place	Cost
20357	01/18	01/25	R	6:30-9:20 p.m.	Q369	\$26.43



### \*145-404 Business Tax Deductions

Successful entrepreneurs never miss an opportunity to capitalize on business tax deductions they are entitled to. The key to maximizing your net profits is to understand what is a legal deduction and what is not. Learn how to capture every legal business deduction available to your small business entity while avoiding the typical mistakes that are the downfall of many entrepreneurial ventures... and gain the confidence you need to stay compliant with these complex governmental regulations.

CRN	Starts	Ends	Days	Time	Place	Cost
20358	02/01	02/08	R	6:30-9:20 p.m.	Q369	\$26.43



## SMALL BUSINESS - LEGAL/INSURANCE

### \*145-463 Small Business Insurance

Insurance coverage for a small business is often misunderstood or overlooked. Protect your business by making yourself aware of the various types of insurance needed by your business. These coverages will include property, casualty, liability and employee.

CRN	Starts	Ends	Days	Time	Place	Cost
20366	03/28	03/28	R	6:30-09:20 p.m.	Q369	\$19.12

### \*145-472 Law for Business Owners

Learn about the wide range of important legal issues that affect small business owners. Topics include business formation, corporations and LLCs, protecting personal assets, relations among business partners, negotiating and drafting contracts, employee relations, government regulations, negotiating leases, security interests and liens, obtaining and collecting judgments, protecting intellectual property, buying and selling businesses and many other critical topics.

CRN	Starts	Ends	Days	Time	Place	Cost
20367	02/14	03/06	W	6:30-9:20 p.m.	Q369	\$48.36

## SMALL BUSINESS - MARKETING/SALES

### \*145-482 Marketing Mastermind

As a serious micro entrepreneur, you know success hinges on your ability to develop simple marketing/sales strategies that are easy to implement, immediately effective and designed to help you get clients NOW! Learn how to identify your niche market, attract clients to your business, charge what you are worth, create a website that sells, make compelling offers, craft your sales story, leverage product/service packaging, create a talk that sells, get speaking gigs, build a rock star team and much more. Take action now and commit to mastering the art and science of simple marketing to take your micro business from start-up to explosive growth.

CRN	Starts	Ends	Days	Time	Place	Cost
20368	03/13	05/08	W	6:30-9:20 p.m.	Q361	\$92.22

*\*Will not meet Spring Break week, 03/20/24.*



## Contact Us

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## Ask The Experts

Access our exclusive network of community-oriented professionals who have agreed to meet with start-up, emerging and established small business owners to discuss topics of interest and answer business-related questions. No sales pitches and no vague answers. The concept is simple and we have one goal in mind to provide you with the insight and guidance you need to propel your business to the next level.

*Users of this service accept sole responsibility for completing due diligence before engaging any for-profit professional or following any advice.*

### Accountant/CPA

Angie Koput, 262.542.6300, [angie@eabgrandview.com](mailto:angie@eabgrandview.com)  
EAB Accounting, Waukesha  
[www.waukeshaaccountant.com](http://www.waukeshaaccountant.com)

### Attorney

Todd Goodwin, 262.785.1820, [tmg@schoberlaw.com](mailto:tmg@schoberlaw.com)  
Schober Schober & Mitchell, SC, New Berlin  
[www.schoberlaw.com](http://www.schoberlaw.com)

Jeremy Klang, 262.569.8300, [jmk@schoberlaw.com](mailto:jmk@schoberlaw.com)  
Schober Schober & Mitchell, SC, Oconomowoc  
[www.schoberlaw.com](http://www.schoberlaw.com)

Elisa Ruer, 262.269.9140, [eruer@praktesslaw.com](mailto:eruer@praktesslaw.com)  
Praktess LLC, Brookfield  
[www.praktesslaw.com](http://www.praktesslaw.com)

### Food Start-up/Growth

Becky Scarberry, 262.352.2111, [beckyscarberry1@gmail.com](mailto:beckyscarberry1@gmail.com)  
Becky's Blissful Bakery, New Berlin  
[www.beckysblissfulbakery.com](http://www.beckysblissfulbakery.com)

Sharon Pavich, 262.719.7301, [pavichsharon@gmail.com](mailto:pavichsharon@gmail.com)  
Sweet P's Pantry, Oconomowoc  
[www.sweetpspantry.com](http://www.sweetpspantry.com)

### Insurance

Scott Owens, 262.790.1460, [jowens@amfam.com](mailto:jowens@amfam.com)  
American Family Insurance, Brookfield  
[www.amfam.com](http://www.amfam.com)

### Marketing/Sales

Paul Decker, 414.745.3919, [paul@pldecker.net](mailto:paul@pldecker.net)  
Renegade Thinking Group, Hartland

Rhonda Noordyk, 262.993.2921, [rhonda@wfwcllc.com](mailto:rhonda@wfwcllc.com)  
The Women's Financial Wellness Center, New Berlin  
[www.wfwcdivorce.com](http://www.wfwcdivorce.com)

Judi Murphy, 262.786.7424,  
[judi@marketingwithmurphy.com](mailto:judi@marketingwithmurphy.com)  
Murphy Associates, Brookfield

### Website Design

Shane Fell, 414.502.8796, [shane@limeglowdesign.com](mailto:shane@limeglowdesign.com)  
LimeGlow Design LLC, Wauwatosa  
[www.limeglowdesign.com](http://www.limeglowdesign.com)

Kristal Young, 414.325.6976, [kristal@kristalcleargraphics.com](mailto:kristal@kristalcleargraphics.com)  
Kristal Clear Graphics LLC, Milwaukee  
[www.kristalcleargraphics.com](http://www.kristalcleargraphics.com)

# Community Chamber Connection

The Community Chamber Connection gives entrepreneurs the opportunity to experience the benefits of chamber of commerce membership at no cost for one year. The following chambers have agreed to offer a one-year free membership to WCTC Small Business Certificate recipients. Recipients should contact the participating chambers below to explore membership benefits. Limit one free membership per certificate. Non-transferable. Restrictions may apply.

**Delafield Chamber of Commerce**, 262.370.3861, [www.delafieldchamber.com](http://www.delafieldchamber.com)

**Dousman Area Chamber of Commerce**, 262.719.5165, [www.dousmanchamber.org](http://www.dousmanchamber.org)

**Greater Brookfield Chamber of Commerce**, 262.786.1886, [www.brookfieldchamber.com](http://www.brookfieldchamber.com)

**Hartland Chamber of Commerce**, 262.367.7059, [www.hartland-wi.org](http://www.hartland-wi.org)

**The Chamber of Greater Menomonee Falls and Sussex**, 262.251.2430, [www.gmfschamber.com](http://www.gmfschamber.com)

**Mukwonago Chamber of Commerce**, 262.363.7758, [www.mukwonagochamber.org](http://www.mukwonagochamber.org)

**New Berlin Chamber of Commerce**, 262.786.5280, [www.newberlinchamber.org](http://www.newberlinchamber.org)

**Oconomowoc Area Chamber of Commerce**, 262.567.2666, [www.oconomowoc.org](http://www.oconomowoc.org)

**Waukesha County Business Alliance, Inc.**, 262.542.4249, [www.waukesha.org](http://www.waukesha.org)

## WCTC | SMALL BUSINESS CENTER

800 Main Street, Pewaukee, WI 53072

Laura Krohn, [Lkrohn5@wctc.edu](mailto:Lkrohn5@wctc.edu), 262.695.7833

Courtney Davis, [CDavis50@wctc.edu](mailto:CDavis50@wctc.edu), 262.695.3420

[www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness)



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