



**IMMEDIATE RELEASE**

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## **FREE SMALL BUSINESS CLINIC FEBRUARY 28 - WATERTOWN**

*Expert help with starting a business, financials, marketing & more*

(MADISON, WI) –The Office of Business & Entrepreneurship (OBE), the UW Whitewater Small Business Development Center (SBDC), and Madison College Watertown (MATC) will host a Small Business Clinic – free to all participants – on Friday, February 28, at Madison College-Watertown Campus.

This FREE event runs at 9:00 AM – 4:30 PM and is a ‘choose-your-own-adventure’ for entrepreneurs. Come for the day or for a specific session. Participants can schedule 30-minute individual sessions with consultants to discuss starting a business, financials, marketing, home baking businesses, international trade, or legal matters.

"Your entrepreneurial journey doesn't have to be a solo adventure," said Jason Schleip, Small Business Development Center (SBDC) UW-Whitewater. "Our clinic provides the roadmap, resources, and community support you need to succeed."

"The UW-Whitewater SBDC is looking forward to this opportunity to better serve the constituents from the counties we serve," added Ron Chisholm, center director, SBDC UW-Whitewater.

"Whether you're curious about where to start, or you're ready to make a leap, our experts are here to offer trusted insights and industry-specific advice, free of charge," reported Nora Roughen-Schmidt, business consultant and event organizer. "Recently we have found that a lot of people have questions about what they can and cannot do as far as building a small business around home-baked breads, cupcakes, and homemade soaps and other handmade items. This event will help guide people through that process, among other things. Please join us on February 28, in Watertown and we will help get you started."

In addition to the 30-minute appointments, participants may choose to attend lecture-style group sessions featuring *General Business Law with UW Madison's Law & Entrepreneurship Clinic*, *Business Planning 101*, *Marketing 101*, *Funding your Business with Revolving Loan Funds*, and *International Trade and Opportunities for Women in Entrepreneurship*.

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Roughen-Schmidt (ROWAN-Schmidt) serves as the event organizer and Business Consultant with the State Small Business Credit Initiative. She will be available for free and confidential small business consulting that day. Contact her via email: [nora.roughen-schmidt@business.wisconsin.edu](mailto:nora.roughen-schmidt@business.wisconsin.edu) to schedule your time with her.

Stay for lunch and mingle with local organizations that support entrepreneurship in the region, meet fellow entrepreneurs, and learn about programs in the region that support small businesses.

- WHAT:** **FREE** Small Business Clinic
- WHERE:** Madison College-Watertown, 1300 W. Main St., Watertown, WI 53098
- WHO:**
1. Office of Business & Entrepreneurship (OBE) – Universities of Wisconsin
  2. Madison College-Watertown
  3. Small Business Development Center (SBDC), UW-Whitewater
- WHEN:** Friday, February 28 – 9:00 AM – 4:30 PM

Register for the clinic online:

<https://centerex.wisconsinsbdc.org/workshop.aspx?ekey=9450009>

or email: [nora.roughen-schmidt@business.wisconsin.edu](mailto:nora.roughen-schmidt@business.wisconsin.edu) call/text: 608-716-9441.

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*The Office of Business & Entrepreneurship (OBE) provides specialized resources and helps clients craft personalized plans to grow their businesses. For more information about OBE visit us as <https://business.wisconsin.edu>  
OBE is part of the world-class Universities of Wisconsin.*