**IMMEDIATE RELEASE**
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# ‘FREE’ SMALL BUSINESS CLINIC DECEMBER 10 GREEN COUNTY REGION

*Expert help in one place with starting a business, growing a business, financials, marketing & artificial intelligence (A.I.)*

(MADISON, WI) –The Office of Business & Entrepreneurship (OBE) at the Universities of Wisconsin, along with the Wisconsin Small Business Development Center (SBDC), and the Green County Development Corporation will host a Small Business Clinic – *free to all participants* – on Thursday, December 10, 2026, at the Ludlow Mansion in Monroe, WI.

This FREE event will take place from 8:00 AM – 4:00 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, or legal matters, and/or participate in lecture-style sessions in a group setting.

The event will feature lecture style and 1:1 sessions covering topics such as financials, marketing, legal matters, and A.I. as well as taxes, business planning, funding sources, and general business consulting. Resources from local entities and entrepreneurial support at resource tables will be available all day as well as a lunch panel of local experts and businesses who will discuss their experiences.

"Small businesses are the backbone of Green County's economy, but many small business owners don't have the time or budget to go looking for expert advice,” said Olivia Otte, CEcD, executive director, Green County Development Corporation. “This clinic brings statewide expertise right here to Green County at no cost, so entrepreneurs at every stage can get practical answers and leave with a plan. We're proud to partner with the SBDC and the Office of Business & Entrepreneurship to make that help easy to reach.”

“Every small business has different needs, whether someone is just getting started, looking to grow, or working through a specific challenge,” added Nora Roughen-Schmidt, Business Consultant, Wisconsin Small Business Development Center. “The SBDC provides free, confidential one-on-one consulting to help entrepreneurs make informed decisions, strengthen their business strategies, and connect with the resources they need to succeed. The Small Business Clinic makes it easy for business owners to access that expertise and focus on the topics that matter most to them.”

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**PAGE 2-2-2-2 – FREE SMALL BUSINESS CLINIC in GREEN COUNTY (cont.)**

"Our goal with Small Business Clinics is to make expert guidance and resources more accessible to entrepreneurs across Wisconsin. By bringing together university expertise, local partners, and business support organizations in one place, we're helping small business owners overcome challenges, discover new opportunities, and make valuable connections," reported Dan Brosman, Strategic Projects Associate Director, Office of Business & Entrepreneurship, Universities of Wisconsin.

In addition to 30-minute consulting appointments, participants may attend breakout sessions focused on business planning, financial records and strategy, digital marketing, small business law, business taxes and practical uses of AI. A local entrepreneur discussion panel and resource tables will provide additional opportunities to learn, ask questions and make connections throughout the day.

One-on-one consulting is free and confidential. Attendees can register online and customize their schedule by selecting the sessions and appointments that are most relevant to their business needs. Advance registration is encouraged.

Light refreshments and lunch will be provided. Attendees will also have opportunities to meet local, regional and statewide organizations that support entrepreneurship, connect with fellow business owners and learn about programs and resources available to small businesses.

Nora Roughen-Schmidt (ROWAN-Schmidt) serves as one of the event organizers, Business Consultant with the Small Business Development Center and 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 to schedule your time with her.

****MEDIA ARE WELCOME TO COVER THIS EVENT****

**WHAT:** **FREE** Small Business Clinic

**WHERE:** Ludlow Mansion, 1421 Mansion Drive, Monroe, WI 53566

**WHO:**

1. Office of Business & Entrepreneurship (OBE) – Universities of Wisconsin
2. Green County Development Corporation
3. Wisconsin Small Business Development Center (SBDC)

**WHEN:** Thursday, December 10, 2026, 8:00 AM – 4:00 PM

Register for the clinic online: bit.ly/sbc-green
or email: nora.roughen-schmidt@business.wisconsin.edu call/text: 608-262-2994.

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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.*