One of the keys to being a successful entrepreneur is taking it all in. You’ll get tips on anything and everything, and in one way or another they can all be helpful. For instance – the business pitch. Is it a science? Probably not, but here’s some very sound advice from a professor with years of observation. READ MORE

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

INDUSTRY NEWS

The Cardboard You
How your successful image may limit you.

Women as Modern Leaders
Five major shifts occurring in business, and six qualities of a great leader.

Small Businesses Post Largest Jobs Gains in Nearly Two Years
Closing out 2013 with highest hiring totals of the year.

4 Things Every New Entrepreneur Should Splurge On
Less obvious investments important to the long-term success of your business.

TRAINING OPPORTUNITIES

First Steps to Starting a Business
Wed., Feb. 19

BUSINESS COUNSELING

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish in this tough economic landscape.

RESOURCES

Virtual Advisor: Business Education Seminars

FREE Online Courses For:
Starting a Business
Managing an Existing Business

Center for the Study of the Workplace
Prepare for the future work world – get insights from business and academic leaders.

CONNECT WITH SBDC

NEW!

Join us in small business discussions!
**Tosa Chamber Series-Google Plus, Using Google’s Features**  
Wed., Feb. 26

**Lean Start**  
Wed.-Thu., Mar. 12-13

Keycode: ARCH  
Message Code: OC-48-13-E

**QUESTIONS?**  
Contact Jason Mueller at muell223@uwm.edu or 414-227-3240.

**BACK ISSUES**  
Check out previous editions of the [SBDC Front Page Newsletter](http://www4.uwm.edu/sce/resources/sbdc/newsletter/Issue%2053%20February%20-%20The%20Business%20Pitch/index.html).