As we look forward to a promising 2012, we would like to look back on the successes we experienced in 2011 here at the SBDC. Read more about the clients we’ve had the pleasure of serving this past year. [READ MORE](PDF)

**INDUSTRY NEWS**

**Growing Your Business with Microloans**
Looking beyond traditional loans? Microloans are an alternative lending option.
*To move your business forward, review your finances and options with a qualified SBDC Business Counselor.*

**Mobile Apps vs. Mobile Websites**
Mobile apps can be a critical component of your marketing strategy. Read about these 8 Simple Tips to Make Your Website Mobile-Friendly.
*Learn how to use these steps and effectively market to your customers in Mobile Marketing – Feb. 8.*

**UPCOMING TRAINING**

**Getting Started with Constant Contact** – Jan. 12
*Course focuses on email marketing.*

**Thinking of Starting a Business?**

**First Steps to Starting a Business** – Jan. 18, Jan. 21 & Jan. 26

**Entrepreneur Training Program** – Feb. 8-Apr. 25

**Bookkeeping Basics for a New Milwaukee Area Business** – Ongoing

**Tax Concerns for a New Milwaukee Area Business** – Ongoing

**RESOURCES**

**SBDC Informational Resources**
include educational programs, one-on-one business development services and more!

Share presentations, documents and videos easily and quickly with SlideShare.

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

**BACK ISSUES**

Check out previous editions of the [SBDC Front Page](http://www4.uwm.edu/sce/resources/sbdc/newsletter/Issue%2029/index.html) Newsletter.

**CONNECT WITH SBDC**

414-227-3240
sbdc@uwm.edu

Keycode: ARCH
Message Code: NV-60-11-E
The SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Call 414-227-3240 or email sbdc@uwm.edu. An EEO/AA employer, the University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.

Above program in partnership with UW-Extension.
No Wisconsin tax dollars were used in the development of this email.