The immense world of advertising can be daunting to a small business. So many mediums, strategies and messages to consider. Learn the fundamentals of successful small business advertising campaigns. READ MORE (PDF)

### INDUSTRY NEWS

**2012 Green Energy Summit**
Visit the UWM School of Continuing Education at the Green Energy Summit, Mar. 7-10 at the Frontier Airlines Center.

**Ideas to Profit**
This Apr. 19 event provides excellent learning opportunities for business innovation, invention development and funding solutions.

### TRAINING OPPORTUNITIES

**Advertising & PR for Small Business** NEW! – Mar. 20

**Thinking of Starting a Business?**
**First Steps to Starting a Business** – Mar. 24

**Bookkeeping Basics for a New Milwaukee Area Business** – Ongoing NEW! WEBINAR

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

Additional programs for growing your business available.


### RESOURCES

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

Our online QuickBooks Series helps you explore the benefits of this powerhouse accounting software.

**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 Newsletter.

### CONNECT WITH SBDC

414-227-3240
sbdc@uwm.edu
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