It's mid-year and time for a reality check. In this article by Scarlett Consulting, learn three steps to help conduct a mid-year marketing assessment. [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**

- Lady Gaga Still Schooling Marketers
- Visa Launches a Paypal Competitor
- Major Benefits to Hiring Freelancers

**TRAINING OPPORTUNITIES**

- **First Steps to Starting a Business**
  Wed., Aug. 13

- **Entrepreneurial Training Program**
  12 Tue., Sept. 2-Nov. 18
  *Grants available to cover 75% of the registration fee!*

- **Leader's of Ozaukee's Next Generation**
  Third Wed. of each month, Sept. 17, 2014-June 17, 2015

**BUSINESS COUNSELING**

SBDC counselors offer help at NO COST to existing businesses. [Contact us](mailto:muell223@uwm.edu) to find out how we can help you flourish.

**RESOURCES**

- **Entrepreneurial Training Program Grant:**
  [Apply to be considered for a 75% reimbursement](http://www4.uwm.edu/sce/resources/sbdc/newsletter/Issue%2059%20August%20%E2%80%93%20Marketing%20Assessment/index.html)

- **Virtual Advisor:**
  [Business Education Seminars](http://www4.uwm.edu/sce/resources/sbdc/newsletter/Issue%2059%20August%20%E2%80%93%20Marketing%20Assessment/index.html)

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

**CONNECT WITH SBDC**

Join us in ongoing small business discussions!

**QUESTIONS?**

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

Check out previous editions of the [SBDC Front Page Newsletter](http://www4.uwm.edu/sce/resources/sbdc/newsletter/Issue%2059%20August%20%E2%80%93%20Marketing%20Assessment/index.html).
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