

Rock County Development Alliance Expands Online Business Resources Site

The screenshot shows the website header with the Alliance logo and navigation menu. The main content area is titled 'Entrepreneurship & Small Business Resources' and includes a list of topics for selection, such as 'Getting Started', 'Legal / Organizational Structures', and 'Business Planning'. A language selection dropdown is also visible.

Starting a business?

Expanding? Diversifying?

No matter what your plans are, be sure to check out the Business Resources tab at www.rockcountyalliance.com. Here you can find tools for conducting Market Research, developing a Business Plan, and a Business-to-Business (B2B) Service Providers Directory that can assist you with all your business needs! In Addition, the Rock County Development Alliance has teamed up with the Wisconsin Innovation Service Center to provide Customer Diversification Assessments to help you regain or expand your market share! Click [here](#) to learn more!

Business 101 Ongoing Series

The Rock County Development Alliance, in an ongoing partnership with the UW-Whitewater Small Business Development Center, is presenting the [Business 101](#) seminar series.

Join us at the Forward Janesville office on Thursday, February 4 for the next session in this 7-part series: **Financial Tools & Benchmarks!** The session begins at Noon, and will be hosted by Bud Gayhart, Director of the UW-Whitewater Center for Innovation and Business Development. This session will explore financial statements and ratios critical to the success of your business. Sessions are free & open to the public. New, expanding & existing businesses are welcome!

Biz Facts

Fact: Preliminary Market Research can take as little as a few hours.

For research tools and tips, check out the Rock County Development Alliance site:

www.rockcountyalliance.com

Upcoming Events

Rock County Development Alliance:

- **Business 101: Financial Tools & Benchmarks**

Free & Open to the Public

Thursday, February 4 from Noon – 1:00 pm

Forward Janesville Office

14 South Jackson St, Janesville, WI 53548

For more information, call:

Mary Rajek, 608-757-3160

UW-Whitewater Small Business Development Center (SBDC):

- **First Steps Course**
- **NxLevel Entrepreneurial Training Program**
- **E-Hub: Janesville & Beloit**

For information about these courses,

contact the SBDC at: 262- 472-3217

or visit their website: www.sbdc.uww.edu

Other Local Organizations:

- **Evansville Area Inventors & Entrepreneurs (I&E) Club**

For more information, contact:

Cindy Hammer

Hammer Builders LLC

<http://www.HammerBuilder.com>

P: 608-774-6382

OR

John Gishnock

Formecology

<http://www.formecology.com/>

P: 608-882-6656

- **Janesville Entrepreneurs MeetUp Group**

For more information, visit:

<http://www.meetup.com/JanesvilleEntrepreneur-Meetup-Group/>

Not on the list? To receive your own copy of the *Accelerate Your Business* email newsletter, [click here](#).

If you no longer wish to receive this email, please click [remove](#).

Questions? Comments? Email [Mary Rajek](mailto:Mary.Rajek@rockcountyalliance.com) or call 608-757-3160.