

## **OTHER IMPORTANT LINKS FOR BUSINESSES**

### **Better Business Bureau Online – [www.bbb.org](http://www.bbb.org)**

The Better Business Bureau provides instant access to business and consumer alerts as well as helpful resources. You can even file a complaint online

### **Business Procurement Center – [www.madison.tec.wi.us/bpac](http://www.madison.tec.wi.us/bpac)**

Provides free technical assistance to Wisconsin businesses selling their products and services to all branches of government - federal, state and local. Services include business consultations, automatic BidMatch service, marketing, market research and analysis, past procurement data, quarterly newsletters, federal specs and standards, electronic data interchange, training schedules, agency registration/guidance, electronic contracting and customer service.

### **Business Wizard – [www.wisconsin.gov/state/app/wizard/LoadIntro](http://www.wisconsin.gov/state/app/wizard/LoadIntro)**

Provides customized information to help you start and operate a Wisconsin-based business. Also covers licensing, permitting and regulatory requirements for the State of Wisconsin.

### **Employer Identification Number – <https://sa1.www4.irs.gov/modiein/individual/index.jsp>**

The new Web-based [EIN Assistant](#) instantly processes requests and generates Employer Identification Numbers in real time. Simply answer the questions and receive your EIN immediately after the information is validated. You can download and print the EIN confirmation notice.

### **Internal Revenue Service – [www.irs.gov/businesses/small/index.html](http://www.irs.gov/businesses/small/index.html)**

Get federal tax information and forms faster and easier by using the IRS site.

### **Market Segment Specialization Program (MSSP) – [www.irs.gov/businesses/small/article/0,,id=108149,00.html](http://www.irs.gov/businesses/small/article/0,,id=108149,00.html)**

Scroll through summaries to select your industry. The IRS has prepared audit techniques guides by industry, which contains examination techniques, common and unique industry issues, business practices, industry terminology, etc.

### **NWTC Center for Entrepreneurship**

facilitates entrepreneurship training for new or existing businesses. Several certificates in Entrepreneurship and an Associate Degree in Entrepreneurship are offered through the school.

- Call Andrew Clark at **(920) 498-7124** or
- Visit: [www.nwtc.edu](http://www.nwtc.edu)

### **NWTC Corporate Training & Economic Development Website – <http://corporatetraining.nwtc.edu/> link to NWTC's business seminars and trainings in our area**

## **SBA Online – [www.sbaonline.sba.gov](http://www.sbaonline.sba.gov)**

If you're starting a small business, looking for financing or other help, the U.S. Small Business Administration (SBA) contains a wealth of resources for businesses.

## **SBDCNET – [sbdnet.utsa.edu](http://sbdnet.utsa.edu)**

Small Business Development Center National Information Clearinghouse (SBDCNET) serves as a resource dedicated to meeting the information needs of SBDC counselors and clients. Services include a database of forms, documents, brochures and promotional materials; secondary market research data; demographic information location; site location analysis; business plans and financial ratio information; basic patent and trademark searches; pertinent business articles, e-commerce, market research, rural business and site location training.

## **SBIR/STTR Grants – [exed.wisc.edu/sbdc/technology/default.asp](http://exed.wisc.edu/sbdc/technology/default.asp)**

The UW-Madison Technology Business Development Institute of the Small Business Development Center has produced two free videos on acquiring SBIR/STTR grants.

**An introduction to acquiring SBIR/STTR grants** with Pat Dillon, WEN (Wisconsin Entrepreneurs' Network) Regional Director. Dillon has been a SBIR reviewer for the National Science Foundation and the United States Department of Agriculture, and was the Principal Investigator of an Office of Naval Research contract for the first ever SWIFT Tour (5-State SBIR Road Tour).

**Using SBIR/STTR grants to help fund commercialization of technology** with Barbara A. Israel, Ph.D. founder and CEO, Echometrix LLC, Madison WI and founder, director and former CEO of Platypus Technologies, LLC. Platypus is privately held and has been awarded \$17 million in Federal funds including SBIR/STTR grants.

## **Service Corps of Retired Executives (SCORE)**

A voluntary team of retired executives who meet individually to discuss start-up opportunities and business concerns. The advisors draw on their own extensive corporate experiences and knowledge of resources in the community.

- Call **(920) 496-8930** or
- Visit: [www.greenbayscore.org](http://www.greenbayscore.org)

## **Thomas Register Home Page – [www.thomasglobal.com](http://www.thomasglobal.com)**

Thomas Register on the Internet is the world's largest online industrial buying source. Finding the product, service, or company you need is a snap, since the entire database of the acclaimed Thomas Register or American Manufacturers is available for your use online. You can search through 155,000 companies in the database classified under more than 55,000 product and service headings. Plus, more than 2,300 online supplier catalogs give you 40,000 pages of detailed buying and specifying information. Must complete a registration form (free) to search.

## **Trade Associations – [www.tscentral.com](http://www.tscentral.com)**

Trade associations can be a useful source of information on competition and industry trends as well as on trade shows and publications. A trade show, if accessible, can offer a unique opportunity to network with buyers and sellers within a particular industry.

**UW-Green Bay Small Business Development Center - [www.uwgb.edu/sbdc/](http://www.uwgb.edu/sbdc/)**

As part of a statewide network serving businesses and entrepreneurs, our mission is to champion entrepreneurial growth in the [New North](#). We offer a full range of business seminars and workshops for both established businesses and start-up companies. Our seminars offer excellent value; fees cover the cost of materials and instruction. If you have questions about the SBDC programs/services or about business start-up or operations, e-mail: [Christina Trombley](mailto:Christina.Trombley).

**Need answers to Business Questions?  
Call the SBDC AnswerLine at 1-800-940-SBDC (7232)**

**Program Information and registration: (920) 496-2117**

**U.S. Patent & Trademark Office – [www.uspto.gov](http://www.uspto.gov)**

It's not who invents it - it's who gets to the Patent Office first that matters. This site offers searchable indexes on patents, legal material, patent resources, trademark and copyright issues, technical information and much more.

**Wisconsin Department of Commerce**

Request an excellent information packet for start-ups in Wisconsin, discuss business permits and licenses, get an outline of financial programs as well as a listing of publications and conferences: Call **(800) 435-7287** or Visit: [www.commerce.state.wi.us](http://www.commerce.state.wi.us)

**Wisconsin Procurement Institute (WPI) – [www.wispro.org](http://www.wispro.org)**

WPI guides, trains and provides hands-on help to firms in developing business, upgrading personnel skills and improving process or technical capability to access and compete in the government marketplace.

**Wisconsin, State of – [www.wisconsin.gov](http://www.wisconsin.gov)**

Provides information about agencies, business forms, business incentives, on-line business services, building your own business, doing business with the state, statistics and professional licensing in the State of Wisconsin.

**WMEP - [www.wmep.org](http://www.wmep.org)**

WMEP provides technical expertise and hands-on implementation assistance to small and midsize manufacturing firms on strategic reposition, lean services, business process excellence, and lean supplier alignment. Call Tom Grohne at **(920) 366-7532**