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**NEW PARTNERSHIP OFFERS FREE CONSULTS FOR ENTREPRENEURS,
SMALL BUSINESS PEOPLE AT WATERTOWN'S COLLECTIVE**

A new partnership with the Wisconsin Small Business Development Center (SBDC) at UW-Whitewater will bring consultant Ron Chisholm to the Collective at 672 Johnson Street in Watertown. Chisholm is available to schedule consultations the first Tuesday of each month, by appointment only.

SBDC is a nationally accredited statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and business education.

“We are so pleased to encourage innovation with this new partnership,” says Foundation President and CEO Tina Crave. “Small business startups and entrepreneurs bring big ideas and energy to our community and that’s what we want the Collective to be—a hub that’s constantly buzzing with local enthusiasm and great ideas.”

SBDC is a place for entrepreneurs and small business owners to connect to a network of virtual and in-person resources. They offer no-cost consulting, along with specialized assistance for manufacturers and access to complementary UW-Whitewater programs in cybersecurity and market research.

Chisholm serves as a sounding board that can help:

- Determine if your business idea is feasible
- Start your business
- Grow your existing business
- Prepare for and explore financing options
- Improve or sell your operation

To schedule a no-cost appointment, contact Chisholm at 262-472-7039 or chisholr@uww.edu.

The Foundation equips community change leaders with the tools they need to build strong families and thriving communities. It fosters transformative change by supporting local organizations in learning, growing, collaborating and moving their missions further. To date, the foundation has invested more than \$43 million toward the strategic priorities identified by the Every Child Thrives collaborative network: strong families, kindergarten readiness and school success.

To learn more about the Collective, visit www.wttncollective.com.



The Foundation's mission is to inspire collaboration, mobilize resources and encourage innovation to measurably improve the wellbeing of our community. Created out of the 2015 joint venture transaction between Watertown Regional Medical Center (WRMC) and LifePoint Health, the Foundation continues to steward WRMC's legacy of community investment, mobilizing endowment earnings from the original transaction along with ongoing charitable contributions from WRMC.

The Wisconsin Small Business Development Center is a proud part of the Institute for Business & Entrepreneurship in the University of Wisconsin System. It is funded in part through a cooperative agreement with the U.S. Small Business Administration.

Learn more about SBDC by visiting wisconsinsbdc.org/whitewater.