



School of Continuing Education
Marketing

NEWS RELEASE

Aug. 20, 2004

Issued by: Terry Gillick, 414-227-3147 or tgillick@uwm.edu

NEW UWM PEER NETWORK TARGETS ENTREPRENEURS

MILWAUKEE – One way entrepreneurs establish and maintain a successful venture is by recognizing and exploiting opportunities that give them an advantage. There is a new opportunity for them to create just such an edge.

The Small Business Development Center at the University of Wisconsin-Milwaukee offers a new program to CEOs and presidents of second-stage, growth-oriented businesses in Southeastern Wisconsin. The Wisconsin PeerSpectives Network brings together small groups of entrepreneurs (8-12) in a peer-to-peer problem-solving process.

The UWM SBDC is hosting an introductory meeting for businesses in the Milwaukee-county area September 16, 8-10 am. The introductory program, held at MRA- Management Association, N19W2400 Riverwood Drive, Waukesha, provides complete details and demonstrates how this approach can be applied to relevant businesses.

The new program is being developed with the Edward Lowe Foundation, a leading not-for-profit operating foundation whose mission is to “champion the entrepreneurial spirit.”

The PeerSpectives Network uses the roundtable method of group problem solving and idea generation. According to UWM SBDC Director Lucy Holifield: “We want to foster innovative thinking and creative solutions to real problems that challenge members of the group.” She notes that a trained facilitator leads each group and focuses on creating an exchange that generates real results. “This is not another training program, speaker-focused seminar, or free-for-all discussion with limited results,” says Holifield. “The Wisconsin PeerSpectives Network is an innovative process proven to provide high-impact results for entrepreneurs.”

To be eligible, companies must be growth-oriented, second-stage companies that are privately held; past the start-up stage and currently growing; facing issues of growth rather than survival; generating between \$750,000 and \$50 million in annual revenue (or working capital in that range); and having six or more employees. Each company may only have one participant join the PeerSpectives. This person must be the CEO, President, Owner or other principal.

The annual cost for participation in a Wisconsin PeerSpectives Network group is \$1500. A Wisconsin Department of Commerce scholarship program reimburses 75 percent of the cost to eligible participants. The final cost to participants who qualify for the scholarship is only \$375 for the first year.

A link to an on-line brochure that further explains the Wisconsin PeerSpectives Network can be found at www.wisconsinsbdc.org/downloads/peerspectivesBrochure.pdf.

If you are interested in attending and your company meets the criteria, call 414-227-3200 to register for Program Number 5150-6904. Space is limited and early registration is encouraged. Registration deadline is September 12.

To learn more, contact Lucy Holifield at 414- 227-3242.

UWM School of Continuing Education
414-227-3185 *phone*

161 W. Wisconsin Ave., Ste. 6000
414-229-3391 *fax*

Milwaukee, WI 53203
www.sce.uwm.edu