

# PRESS RELEASE



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## **Diverse small businesses invited to program designed to increase acumen** *WEDC-funded initiative is targeted to women-owned, minority, veteran-owned, LGBTQ and other companies in rural areas of Northeast Wisconsin who are ready to scale up*

NEW NORTH, July 20, 2022 – New North Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin, has partnered with AFF Research LLC to expand their Diverse Small Business Training Program (DSBTP). Funded by a grant from the Wisconsin Economic Development Corporation (WEDC), the program is designed to increase the business acumen and capabilities of small, women-owned, minority, veteran-owned, LGBTQ and other companies within the New North region.

The DSBTP, specifically designed for businesses that are ready to scale up beyond the start-up stage, will target companies in rural areas of Northeast Wisconsin. The goal is to better prepare the skills of these businesses to compete more effectively for placement, participation and overall success in business-development programs.

“We thank WEDC for its grant to make expansion of this program possible,” says Barb LaMue, president and CEO of New North Inc. “We believe that this training can be impactful for diverse businesses in rural areas as they attempt to scale up. AFF Research, with its proven track record of success, is the perfect partner to execute this strategy.”

A pillar of the DSBTP program is six training modules, focused on business development, which are designed to increase the owner’s knowledge and confidence in key areas. These are: Business Model, Operations, Working Capital, Workforce, Risk Management and Marketing.

“The program will offer easy-to-manage learning solutions for business owners with a few key points that can really optimize the impact on the growth of the business,” says Anna Steinfest, president and CEO of AFF Research LLC. “It will include business development modules, consisting of short recorded webinars, structured more as a how-to session rather than theoretical lectures; roundtable discussions to promote an exchange of inter-business ideas and collaboration; and one-on-one business coaching.”

Companies seeking additional information and/or who would like to submit an application to the program should contact Anna Steinfest of AFF Research LLC at [aff@affresearch.com](mailto:aff@affresearch.com).

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. [www.thenewnorth.com](http://www.thenewnorth.com)

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