

Department of Workforce Development  
Secretary's Office  
201 East Washington Avenue  
P.O. Box 7946  
Madison, WI 53707-7946  
Telephone: (608) 266-3131  
Fax: (608) 266-1784  
Email: [sec@dwd.wisconsin.gov](mailto:sec@dwd.wisconsin.gov)



State of Wisconsin  
Department of Workforce Development  
Jim Doyle, Governor  
Roberta Gassman, Secretary

---

**FOR IMMEDIATE RELEASE**

Friday, December 17, 2010

CONTACT: John Dipko, Communications Director, 608-266-6753

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

## **Secretary Gassman Announces Partnership with UW-Extension to Help Dislocated Workers Launch Their Own Businesses**

***Governor Doyle directed \$300,000 toward entrepreneurial skills training pilot program***

MADISON – Department of Workforce Development (DWD) Secretary Roberta Gassman today announced a new partnership with the University of Wisconsin-Extension's Division of Entrepreneurship and Economic Development (DEED) to help dislocated workers launch their own businesses.

"This partnership will provide dislocated workers with valuable tools to put their business ideas into action, which will grow jobs and support an innovative economy," Secretary Gassman said. "The initiative is part of the Governor's aggressive agenda to create and retain jobs in Wisconsin."

The partnership, funded through \$300,000 in federal Workforce Investment Act dollars, will provide customized training and technical assistance to 60 participants, including dislocated workers, women entrepreneurs and other groups. The funding is part of \$4.55 million in Workforce Investment Act dollars that Governor Doyle directed this year to programs that will prepare Wisconsin workers and employers to compete in the 21<sup>st</sup> century economy.

Three groups of 20 participants, to be selected through regional Workforce Development Boards early next year, will receive assistance to develop a business plan and then take the steps to start their own businesses.

Activities will center on training resources, research consultation and other technical assistance to develop and implement a new business. Other partners in the initiative include the Wisconsin Women's Business Initiative Corporation and Small Business Development Centers at UW-Oshkosh, UW-Milwaukee and UW-Whitewater. The project is slated to run through March 2012.

Since taking office in 2003, Governor Doyle has worked aggressively to create and retain jobs in Wisconsin. Governor Doyle's budget last year created some of the strongest economic development tools in the nation to help businesses create jobs and get people back to work. Wisconsin now has powerful new tax credits to help manufacturers create and retain jobs, new tools to help investors create start-ups, and new incentives to spur research and development.

-30-