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ICAA provides free pandemic assistance for small business owners and entrepreneurs

Rusk County, WI – ICAA’s new Business Development Manager, Anna Ringstad, is turning her focus towards providing free pandemic assistance for small business owners and entrepreneurs in Northwestern Wisconsin. The assistance includes much-needed services such as business planning, financial analysis, marketing strategies during COVID-19, and bringing brick and mortar stores online. Her goal is to ensure that the businesses that are the backbones of our local communities not only survive within ‘the new normal,’ but thrive.

ICAA’s Jobs and Business Development (JBD) department has been constantly working towards helping low income entrepreneurs start new businesses and provide business development services to entrepreneurs to preserve or increase jobs at their existing business. However, since COVID-19, it has become apparent that small business owners have been impacted greatly, and some are struggling to keep their doors open.

“This isn’t an occurrence anyone could have planned for,” says Ringstad regarding COVID-19. “I want to ensure that our department is doing everything in its power to keep our Wisconsin communities and economy strong.” ICAA’s JBD is pivoting their attention towards job retention, and are devoted to providing resources, training, and consultations at no cost to small business owners during this time.

“We generally work with low-income entrepreneurs, but we are opening the doors to any small business that needs us, because we have to take care of one another,” says Ringstad. “Every small business is an asset to their local community, and we aren’t leaving anyone behind.” ICAA’s JBD services are available at no cost to entrepreneurs and small business owners in the following counties: Ashland, Barron, Bayfield, Burnett, Clark, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn. To see how ICAA’s JBD can help you and your small business, call today at (715) 532-1608.

ICAA is a registered 501(c)3 charitable organization and an equal opportunity employer and provider operating under an approved Affirmative Action Plan. ICAA was created in 1966 with the goal of assisting individuals in achieving self-sufficiency by providing resources, education, and services necessary to develop healthy families, sustainable communities, and strong local businesses. For more information, visit www.indianheadcaa.org, or call (715) 532-4222.

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