



**FOR IMMEDIATE RELEASE:**

**Biz Connection Radio Show adds Milwaukee Affiliate**

**Partners with SCORE during their 50th Anniversary**

Short Story ● Calendar of Events ● Photo and Video Opportunity

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(Plymouth, WI 12/1/2014) – The radio show “Biz Connection” has reached an agreement with the Milwaukee Radio Group to begin airing in the Milwaukee market on WJYI-AM 1340 on Sunday, December 7 at 2 PM.

The agreement enables the show to join forces with the Southeastern Wisconsin SCORE chapter to highlight many entrepreneurs who have used SCORE mentoring to successfully build their businesses. SCORE is a 501-C3 not-for-profit organization that counsels and mentors small business entrepreneurs as well as start-ups.

SCORE offers a myriad of small business seminars and programs in the Greater Milwaukee area. SCORE is also a resource partner for The SBA (Small Business Administration) and is headquartered in Washington, D. C. 2014 marks the 50<sup>th</sup> anniversary of both SCORE and its Southeastern Wisconsin Chapter.

Biz Connection has been on the air in Sheboygan County on WJUB-AM 1420 in Plymouth, and on WHBL-AM 1330 in Sheboygan for more than two years. The show is currently in syndication, and is in negotiation with a large Wisconsin network to carry the show throughout the state.

Biz Connection “champions entrepreneurship”. It strives to educate, motivate and inspire through interviews with interesting and compelling entrepreneurs. The show features business experts, authors, coaches and biz tip segments. The host of Biz Connection, Jim Rosetti, notes that “We need to entertain people as well.” The show gives SCORE and many Wisconsin entrepreneurs a chance to “shine” on the radio.

Biz Connection was created from a sister show “Biz-Talk”, which has aired in the Fox Cities since 2002, also in conjunction with SCORE. The show brands itself as a clearinghouse for business resources and is regarded as “*America’s All Business Talk Show on the Radio.*”