

# The Details

## Sturgeon Bay

**When:** Monday evenings,  
February 28 through April 18,  
2011, 6 to 9 p.m.

**Location:** NWTC campus

## Green Bay

**When:** Wednesday evenings,  
March 2 through April 20,  
2011, 6 to 9 p.m.

**Location:** Business  
Assistance Center

## Fees

By filling out an application, the Wisconsin Department of Commerce will subsidize 75% of your \$1000 course fee. With this assistance your fee is only \$250. Your application will be processed within two weeks of our receiving it.

## Class Size

ETP is limited to 18 people, providing enough time for individual questions to be addressed.

## Application Packet

Download the application form at [www.uwgb.edu/sbdc/etpapp](http://www.uwgb.edu/sbdc/etpapp) and submit with registration. You can also call 920.496.2114 and have the application mailed or faxed to you.



UNIVERSITY of WISCONSIN-GREEN BAY  
Small Business Development Center  
*Connecting learning to life*

Small Business Development Center 2471  
University of Wisconsin-Green Bay  
2701 Larsen Rd.  
Green Bay, WI 54303

Funded in part through a Cooperative Agreement with the US Small Business Administration (SBA). The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the SBDC. The Small Business Development Center is part of the UW-Green Bay Division of Outreach and Adult Access. We are also a partner in education with the University of Wisconsin-Extension. SBDC programs are nondiscriminatory and available to individuals with disabilities. AAEEOE.



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# Entrepreneurial Training Program

*Successful business owners have a plan – let us help you build yours!*

Sue and Joe Jarosh, Owners,  
Jacksonport Craft Cottage Gifts  
Jacksonport, WI



Linda Kirchner  
Owner and President,  
Kirchner Computer Consulting  
Green Bay, WI

**In Sturgeon Bay:**  
Monday Evenings, February 28 through April 18, 2011

**In Green Bay:**  
Wednesday Evenings, March 2 – April 20, 2011



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Small Business Development Center  
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Co-sponsored with Door County  
Economic Development  
Corporation

# Every Business Needs a Plan!

Understanding the full scope of what it takes to start and run a small business is overwhelming. The Entrepreneurial Training Program is a resourceful set of classes designed specifically to help you develop a solid plan and learn what it takes to build a thriving business.

## Why ETP?

- Organize and better manage your business.
- Identify opportunities and market your business.
- Understand and get your business financials in order.
- Get funding for your business.
- Network with other entrepreneurs.
- Develop a network with small business support services.
- Write a detailed, comprehensive business plan.

## The 8-Session Series Will Cover the Following Topics:

- Management Skills: Logical Questions & Answers
- Business Planning: Business & Marketing Research
- Marketing
- Cash Flow Financial Statements
- Alternative Sources of Funding
- Summary & Plan Completion
- Financial Records & Controls; Financial Planning & Budgets

**Your cost is only \$250 if you complete an accepted business plan. The Wisconsin Department of Commerce provides the remaining \$750 in tuition assistance. That's \$1,000 worth of business training for \$250!**

*"It gave me a different outlook on my business and business in general – it opened my eyes!"*

*"The workbooks are excellent!"*

## Greg Gauthier

Partner, Foxwood Associates, Inc.



Greg Gauthier has over 25 years of senior management experience in large, publicly traded and small, privately held companies. He was a small business owner for nearly ten years and has particular strengths in operations management and information systems, cash flow and profitability, and business turnaround.

Greg is a graduate of Marquette University and is an independent business consultant with Foxwood Associates, Inc. With the SBDC and other organizations, he has been teaching in the areas of leadership, entrepreneurship and financial management. He has successfully developed all elements of a strategic plan and has worked with hundreds of small businesses in developing their business plans.

## Christina Trombley

UW-Green Bay SBDC



Christina joined the SBDC in 1997 after working in marketing and communications for several profit and non-profit organizations. She has extensive experience in training, facilitating and consulting in the areas of marketing, leadership development, management, and strategic planning. Christina has worked with hundreds of businesses which helps her understand the needs and desires of entrepreneurs and small business managers. She is a certified FranklinCovey facilitator for the Habits for Small Business Managers seminar.

*"Our business will be using a lot of the information provided."*

*"I learned more from the thought process that was stimulated by the various questions in the assignments."*

## Registration Form

(Please include application and \$250 payment with registration)

Detach form and mail to:

SBDC  
2701 Larsen Road  
Green Bay, WI 54303

Personal Information

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Payment Information

### Entrepreneurial Training Program

\$250

Green Bay

Sturgeon Bay

Check or purchase order enclosed PO# (Payable to UWGB)

VISA  MasterCard

Credit card number: \_\_\_\_\_

Card expires: \_\_\_\_\_

Print cardholder's name: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Contact Us

Phone: 920-496-2114

Web: [www.uwgb.edu/sbdc](http://www.uwgb.edu/sbdc)

E-mail: [tromblec@uwgb.edu](mailto:tromblec@uwgb.edu)

Fax: 920-496-6009

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