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.

Entrepreneurial Training Program

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

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

Location: NWTC campus

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

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

Location: Business Assistance Center

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

In Sturgeon Bay:
Co-sponsored with Door County Economic Development Corporation

In Green Bay:
Co-sponsored with Door County Business Development Center

No state tax dollars were used in printing this piece.
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!

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.

Greg Trombley
UW-Green Bay SBDC

Christina Trombley 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.

Entrepreneurial Training Program $250

Green Bay
Sturgeon Bay

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

Your registration fee is $250. The Wisconsin Department of Commerce provides the remaining $750 in tuition assistance. That’s $1,000 worth of business training for $250!

Contact Us

Phone: 920-496-2114
Web: www.uwgb.edu/sbdc
E-mail: tromblec@uwgb.edu
Fax: 920-496-6009
Mail: SBDC
2701 Larsen Rd.
Green Bay, WI 54303

"It gave me a different outlook on my business and business in general – it opened my eyes!"
"The workbooks are excellent!"
"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

Name: ____________________________
Job Title: __________________________
Company Name: ________________________
Address: ____________________________
City/State/Zip: ________________________
Work Phone: ________________________ Home Phone: ________________________
Fax: ________________________ E-mail: ________________________

Payment Information

Entrepeneurial 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: ________________________

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