

starting your own business

Part I - Thursday, May 6, 2010
6:00 - 9:30 p.m.

Part II - Thursday, May 13, 2010
6:00 - 9:30 p.m.

During the information-filled seminar,
you will be introduced to these topics:

- * Evaluate your idea for a business — is there a need in the marketplace?
- * What is a *business plan* and why is it a very important tool for you.
- * Discuss with a banker what information a loan officer is looking for.
- * Be presented with marketing ideas that supplement typical advertising and its related expense.
- * Get an introduction to the taxes that small businesses must pay — from sales tax to FICA to unemployment.
- * Enjoy an overview of legal aspects including assorted legal structures.
- * There are many types of insurance. What do you need? In what dollar amounts?



register online:
www.greenbayscore.org

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Counselors to America's Small Business

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Phone 920-496-9010 | Fax 920-496-6009 | Web titletown.org

ADVANCE IS A PROGRAM OF THE GREEN BAY AREA CHAMBER OF COMMERCE

SCORE BIG

by taking the *first step* in effectively
starting your own business.

DO YOU HAVE WHAT IT TAKES?



ADVANCE
GREEN BAY AREA
ECONOMIC DEVELOPMENT

A PROGRAM OF
THE GREEN BAY AREA CHAMBER OF COMMERCE

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GETTING STARTED

This two-part seminar should be your first step in starting your own business. It will show you how to write a successful business plan; what you need to know to get a business loan; when and how to pay your taxes; and how to get customers to buy your product or service. Get started on the right foot by attending SCORE's "How To Start Your Own Business" seminar May 6 and May 13, 2010.

To ensure your space at this important seminar, fill out the registration form at right and mail it with your check (payable to SCORE). Please check the special pricing if you are attending the entire two-day series (Best Value). Fees include all materials and refreshments.



seminar location:
Business Assistance Center

All Classes will be held in the BAC Classroom, located in the Business Assistance Center on the NWTC Campus at 2701 Larsen Road, Green Bay, WI 54303 (from Packerland Dr., turn West on Larsen Road and follow to the BAC). **Map of building location on SCORE Web site.**

Free Parking is available in the BAC parking lot

■ Room Capacity: 28 students

If you have any questions, please call Cindy Gokey at (920) 496-8930 or go to the SCORE site:

www.greenbayscore.org



ADVANCE

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SCHEDULE

PART I

Thursday, May 6 (6-9:30 p.m.)

6:00 p.m. **INTRODUCTION** — SCORE Facilitator

6:05 p.m. **SUCCESSFUL BUSINESS PLANNING**

Mike Hall
Business Consultant, CPA
QuickStart, Inc.

7:25p.m. **BUSINESS FINANCING 101**

KaraLynne Moore
Senior Analyst/Para Lender
Community First Credit Union

8:30 p.m. **LEGAL ISSUES FOR SMALL BUSINESS**

Jon Olson
Attorney at Law

PART II

Thursday, May 13 (6-9:30 p.m.)

6:00 p.m. **SMALL BUSINESS INSURANCE NEEDS**

Jeff Bergum
Small Business Counselor
Dave Wittmann Insurance & Financial

7:00 p.m. **SMALL BUSINESS ACCOUNTING AND TAXES**

Mary Guldán-Lindstrom, CPA
Owner
FOCUS CPA

8:30 p.m. **BUSINESS MARKETING STRATEGIES**

Robert Jahnke
President
Top Hat Marketing, Inc.

Note: the formal break has been removed in lieu of 5-minute periods between presentations for client interactions with presenters.

REGISTRATION

REGISTER ONLINE: www.greenbayscore.org
FOR MORE INFO CALL: 920-496-8930

Make your check payable to:
SCORE Chapter 508
2701 Larsen Rd.
Green Bay, WI 54303
THIS WILL RESERVE YOUR SPACE.

Name of each person(s) attending*:

Address (city, state, ZIP):

Daytime phone:

Business idea:

- Part I (May 6) - single price is \$30, each additional \$15
- Part II (May 13) - single price is \$30, each additional \$15
- Both Part I & Part II priced together is \$45 single price and \$20 each additional person
- Check enclosed payable to SCORE

Register by May 3, 2010

Limited seating – Please Register Early!

* Please let us know if you require handicap accessibility.

***A 24-HOUR CANCELLATION NOTICE IS REQUIRED FOR A REFUND.**