

Registration Form

Please detach and mail or fax your registration **at least one week prior to the start of the course**. Registrations may also be phoned or emailed.

Send your registration to Kristina Volf as noted in the Course Information box listed on the other side under **“Why a Business Plan will make a difference.”**

Name _____

Address _____

Town _____

State, Zip _____

Day Phone _____

Evening Phone _____

Email _____

My check made payable to REAP for the course is enclosed: Yes____ No____

In cooperation with
Rural Enterprise Assistance Project
Women’s Business Center,
this course is sponsored by:
**Valley County Economic Development
Ord Area Chamber of Commerce**

Where: **Ord Learning Center**
1514 K St
Ord, NE 68862

Dates: **Every Wednesday**
January 18-February 15, 2012

Time: **4:00 p.m. - 7:00 p.m.**

(See other side for fee and registration information)

Business Plan Basics Training

Five Hands-on Exploratory Sessions Designed for Small Business Owners –each session covers important information to complete a Business Plan.

Marketing

- Define your trade area.
- Identify customers and competitors.
- Identify new products/services and the demand for them.

Customer Relations

- Learn how to increase your customer base.
- Learn how to work with all personalities.
- Learn how to use word-of-mouth as part of your advertising plan.

Financial Management

- Review bookkeeping systems that will work for you.

Advertising/Promotion

- Explore options for affordable advertising.
- Learn how to schedule advertising for the greatest impact.

- Review what works for other businesses.
- Design promotional activities.

Goal Setting

- Learn the benefits of goal setting.
- Develop goals for your business and personal life.
- Find more time in your schedule.
- Turn your goals into reality.
- Learn to understand what the numbers are telling you.
- Learn to understand balance sheets, income statements, and cash flow

REAP works in collaboration with:



Why a Business Plan will make a difference

- It gives lenders and financial backers a full picture of the business.
- The plan helps anticipate capital and equipment requirements.
- It gives the business a "road map" for a future direction.
- A plan helps you measure progress and anticipate problem areas.

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Time: **4:00 p.m. - 7:00 p.m.**

Course Instructor: **Nicole Sedlacek**

Fee: **\$79.00 registration fee, includes course materials.**
Scholarships are available.

For more information contact:

Kristina Volf
Valley County Economic Development
Ord Area Chamber of Commerce
1514 K Street
Ord, NE 68862
308-728-7875
kvolf@frontier.com

Please register EARLY.

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Ord Area Chamber of Commerce



The Rural Enterprise Assistance Project (REAP) of the Center for Rural Affairs is committed to strengthening rural communities through small, self-employed business development.

Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Contact REAP Women's Business Center Director, Monica Braun, 402.643.2673, with your request.

The REAP Women's Business Center is partially funded by the U.S. Small Business Administration's (SBA) Office of Women's Business Ownership (OWBO) under Cooperative Agreement Number SBAHQ-06-W-0021. The OWBO was established to help women become full partners in economic development through small business ownership. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.



REAP is funded in part through the Nebraska Department of Economic Development, the United States Department of Agriculture, and the Microenterprise Development Act.



Established in 1973, the Center for Rural Affairs is a private, non-profit organization working to strengthen small businesses, family farms and ranches, and rural communities. For more information, contact:



Business Plan Basics Training



For existing and start-up small business owners and managers



Women's Business Center

A program of the



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• www.cfra.org/reap •