



**FOR IMMEDIATE RELEASE**

**DCEDC Takes Entrepreneurs to the NxLevel™ of Business Planning**

Wednesday, November 7, 2007

The Door County Economic Development Corporation (DCEDC), in association with the UW-Green Bay Small Business Development Center, is proud to sponsor the seventh annual NxLevel™ Entrepreneurial Training course in Door County. Beginning January 28 at NWTC – Sturgeon Bay, this ten-week course takes students through a step-by-step approach to writing a professional business plan. The course is designed for those who are considering starting their own business, existing small businesses struggling to get a handle on all the details or successful businesses looking to grow.

The NxLevel™ Entrepreneurial Training course covers topics such as Research, Marketing, Organizational Matters, Financial Planning and Projections, and Managing Growth, and culminates with the creation of a comprehensive business plan for each participant. Every Monday evening, January 28 through April 9, course participants will gain the knowledge and skills to create a plan for the ultimate success of their business.

The cost for the NxLevel™ Entrepreneurial Training course is only \$250, including books. The course usually costs \$1000, however, the Wisconsin Department of Commerce and the Wisconsin Entrepreneurs Network are offering an Entrepreneurial Training Grant to qualified applicants that covers 75% of the tuition. Registration forms and additional information are available from DCEDC.

Additionally, all of the completed plans are automatically entered into a contest for the best business plan, with a \$1000 cash award and \$5,000 advertising package going to the winner. The cash award is sponsored by Associated, Baylake and Citizens banks, and must be used by the winner for start-up or expansion expenses. DoorCountyDailyNews.com and the radio stations of Nicolet Broadcasting provide the advertising package. Previous winners of the business plan contest include O’Meara’s Irish House in Fish Creek, Novel Ideas of Baileys Harbor, WaterScape Designs of Forestville, Dovetail Gallery of Egg Harbor, Little Fish Studios in Ellison Bay and the Baileys Harbor Sunset Motel.

As a preview to the course, DCEDC and the Sturgeon Bay Noon Rotary Club will host a free introduction to business-planning seminar, “Starting A Business in Door County,” on Monday, January 14, 6-8pm at NWTC – Sturgeon Bay. This one-evening course will talk about some of the basics that go into a start-up business. The session will also allow interested students to sign up for the NxLevel™ Entrepreneurial Training course and apply for the Entrepreneurial Training Grant.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park. For more information, please contact DCEDC at (920) 743-3113, on the web at [www.doorcountybusiness.com](http://www.doorcountybusiness.com) or by email at [sam@doorcountybusiness.com](mailto:sam@doorcountybusiness.com).