



FOR IMMEDIATE RELEASE

DCEDC Prepares to Once Again Take Entrepreneurs to the NxLevel™ of Business Planning

Monday, November 30, 2009

Door County, WI - The Door County Economic Development Corporation (DCEDC) and the UW-Green Bay Small Business Development Center are proud to sponsor the ninth annual NxLevel™ Entrepreneurial Training course in Door County. Beginning February 1 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 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. Visit www.doorcountybusiness.com/pdfs/registrationpack2010.pdf for registration forms and additional information.

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, February 1 through April 5, course participants will gain the knowledge and skills to create a plan for the ultimate success of their business.

Additionally, all of the completed plans are automatically entered into a contest for the best business plan, with a \$1000 cash award and an advertising package from FM106.9 The Lodge going to the winner. The cash award is sponsored by Associated, Baylake and Citizens banks. Previous winners of the business plan contest include Lasee Upholstering and Marine Canvas of Sturgeon Bay, Edgewood Orchard Galleries of Fish Creek, 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 18, 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. Celebrating our 20th anniversary throughout 2009, 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.