



February 6, 2012

Dear Entrepreneur,

Thank you for your interest in participating in the eleventh annual Entrepreneurial Training course in Door County. Beginning Thursday, March 8th at NWTC-Sturgeon Bay, the eight-week FastTrac[®] NewVenture[™] course from the Ewing Marion Kauffman Foundation of Entrepreneurship will take each student 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 FastTrac[®] NewVenture[™] Entrepreneurial Training course usually costs \$1000; however, the Wisconsin Economic Development Corporation and the Wisconsin Entrepreneurs' Network are offering an Entrepreneurial Training Grant to qualified applicants that covers 75% of the tuition, reducing your cost to \$250.

Space in the Door County FastTrac[®] NewVenture[™] Entrepreneurial Training course is limited and will be filled on a first-come/first-served basis. **Registration deadline is Wednesday, February 29, 2012.**

If you need any assistance in completing the application or have any questions about the Door County Entrepreneurial Training Program, please feel free to call DCEDC at (920) 743-3113 or the SBDC at (920) 496-2114.

We look forward to having you in the program.

Sincerely,

A handwritten signature in black ink, appearing to read "Sam Perlman".

Sam Perlman
Economic Development Manager – DCEDC

A handwritten signature in black ink, appearing to read "Christina Trombley".

Christina Trombley
Director – SBDC

Enclosures – 2012 Application Materials

Door County Economic Development Corp.
185 E. Walnut St., Sturgeon Bay, WI 54235
920-743-3113 www.doorcountybusiness.com

UW-GB Small Business Development Center
2701 Larsen Rd., Suite A3, Green Bay, WI 54303
920-496-2114 www.uwgb.edu/sbdc

The FastTrac[®] NewVenture[™] Entrepreneurial Training Course

Building a business to withstand the test of time requires a unique set of tools. That's where the FastTrac[®] NewVenture[™] course makes a difference by providing the opportunity to:

- Explore entrepreneurship;
- Identify and meet market needs;
- Objectively evaluate your concept and plans for moving forward;
- Develop a working knowledge of business fundamentals such as marketing, product/service development, management, and financials;
- Begin building an infrastructure for your business operations and processes;
- Explore the risk and success factors in the marketplace;
- Understand how to access the human, financial, and business resources;
- Network with entrepreneurs and professionals;
- Respond to changes that can impact your business; and
- Build an actionable business plan: a plan for the ultimate success of *your* business.

The cost for all this knowledge and experience? Only \$250! Including books!

This eight-week course normally costs \$1000. The Wisconsin Economic Development Corporation and the Wisconsin Entrepreneurs' Network are offering an Entrepreneurial Training Grant for qualified participants in the program. You could pay only 25% of the tuition!

Business Plan Contest

The best business plan that comes from the course will receive a cash award of \$1,000, sponsored by Associated, Baylake and Citizens banks. All course participants who submit their business plan on time at the end of the course are eligible to win the award. The cash award must be used for business start-up or expansion expenses and the decision of the judges is final.





Entrepreneurial Training Program
Registration Form

Sign up for the FastTrac® NewVenture™ Entrepreneurial Training course and learn how to prepare a winning business plan. In eight weeks, gain the knowledge and skills to create a plan for the ultimate success of your business.

Thursday evenings, 6-9pm
March 8 through April 26
NWTC–Sturgeon Bay, Room 147

This registration form, along with your registration fee of \$250, is due by Wednesday, February 29, 2012. Space in the Door County Entrepreneurial Training Program is limited and will be filled on a first-come/first-served basis.

- You can register by mail
o UW-GB SBDC, 2701 Larsen Road, A3, Green Bay, WI 54303
By phone with credit card to (920) 496-2114
By fax with credit card to (920) 496-6009
Or register on-line at www.uwgb.edu/sbdc

If you choose to cancel your registration five full business days before the beginning of the program, you will receive a full refund. Cancellations received less than five business days before the program receive a \$200 refund. Refunds must be requested before the first day of the program; no-shows and cancellations the day of the program are responsible for the full program fee. Withdrawal from the program anytime after the program start date, barring unforeseen circumstances, will result in a forfeiture of grant monies and you will be invoiced for all unpaid tuition.

Name(s)

Address

City State Zip

Daytime Phone Number Home Phone Number

Door County ETP Program Title Begins March 8, 2012 Program Date

Method of Payment

- My check or purchase order, made out to UW-Green Bay is enclosed.
MasterCard Visa

Please print cardholder's name

Credit card number

Card expiration date

Cardholder's signature

The SBDC is part of UWGB Division of Outreach and Adult Education. We are partners in education with the University of Wisconsin-Extension and the US Small Business Administration. The Small Business Development Center (SBDC) is partially funded by the US Small Business Administration. The support given by the US Small Business Administration does not constitute an expressed or implied endorsement of the opinions, products or services of the Center. AA/EOE Reasonable accommodations for persons with disabilities will be made if requested.

