

**BUSINESS By NATURE**



November 28, 2016

Dear Entrepreneur and/or Small Business Owner:

Thank you for your interest in participating in the sixteenth annual Entrepreneurial Training Program in Door County. Beginning Monday, January 23, 2017, at NWTC in Sturgeon Bay, the 8-week course will take each participant through a step-by-step approach to business planning. The course is designed for those who are considering starting their own business, for existing small businesses struggling to get a handle on all the details, and for successful businesses looking to grow. (Please calendar an additional ninth date of Monday, March 27 in case of bad weather.)

The Entrepreneurial Training Program usually costs \$1,000; however, the Wisconsin Economic Development Corporation is offering an Entrepreneurial Training Grant to qualified applicants. The grant covers 75% of the tuition, reducing your cost to \$250. To qualify, you must register for the course *and* fill out an online grant application (emailed to you once you register), attend class regularly, complete a business plan by Monday, June 19, 2017, *and* participate in at least one hour of no-cost business counseling with the Wisconsin Small Business Development Center (SBDC) at UW-Green Bay during the course (which can be scheduled in Sturgeon Bay through the Door County Economic Development Corporation).

Space in the Entrepreneurial Training Program is limited and will be filled on a first-come/first-served basis. **Registration deadline is Friday, January 13, 2017.**

If you need any assistance in completing the application or have any questions about the Entrepreneurial Training Program, please feel free to call the Wisconsin SBDC at UW-Green Bay at (920) 496-2117.

We look forward to having you in the program.

Sincerely,

Sam Perlman  
Door County Economic Development Corp.

Tara Carr  
Wisconsin SBDC at UW-Green Bay

**Enclosures – 2017 Application Materials**

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**Door County Economic Development Corp**  
185 E. Walnut St., Sturgeon Bay, WI 54235  
920-743-3113 [www.doorcountybusiness.com](http://www.doorcountybusiness.com)

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**Wisconsin SBDC at UW-Green Bay**  
2701 Larsen Road, Green Bay, WI 54303  
920-496-2114 [www.uwgb.edu/sbdc](http://www.uwgb.edu/sbdc)

## *ETP: the Entrepreneurial Training Program*

Building a business to withstand the test of time requires a unique set of tools. That's where the DCEDC & UW-Green Bay Small Business Development Center Entrepreneurial Training Program makes a difference by providing the opportunity to

- Further explore entrepreneurship;
- Identify and meet market needs, including talking to customers *now*;
- 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 \$1,000. The Wisconsin Economic Development Corporation is 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 \$1000 cash award, sponsored by Associated Bank, Bank of Luxemburg, and Nicolet Bank. 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.

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# Entrepreneurial Training Program

## 2017 Door County Registration Form

More info online at [www.uwgb.edu/sbdc/html/programsDetail.asp?programID=216](http://www.uwgb.edu/sbdc/html/programsDetail.asp?programID=216)





Learn how to plan for a successful business.

In 8 weeks (9<sup>th</sup> extra week scheduled in case of weather), gain the knowledge and skills to create a plan for the ultimate success of your business.

**Monday evenings, 6-9pm  
January 23<sup>rd</sup> through March 20<sup>th</sup>  
at NWTC in Sturgeon Bay**

This registration form, along with your registration fee of \$250, is due by **Friday, January 13, 2017.**

Space in the Entrepreneurial Training Program is limited and will be filled on a first-come/first-served basis.

-  You can register **by mail** with credit card
  - SBDC at UWGB, 2701 Larsen Road, Green Bay, WI 54303
-  **By phone** with credit card to (920) 496-2117
-  **By fax** with credit card to (920) 496-6009
-  Or **online** at [uwgb.edu/sbdc/html/programs.asp](http://uwgb.edu/sbdc/html/programs.asp)

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 any time 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 (up to \$750).

**Attendees agree to submit a passing completed business plan to the Small Business Development Center at UWGB ([sbdc@uwgb.edu](mailto:sbdc@uwgb.edu)) within 90 days of course end. If not, attendee is not eligible for the \$750 WEDC Entrepreneurial Training Grant, thus \$750 will be charged to the attendee's credit/debit card on file. Please initial here indicating your agreement: \_\_\_\_\_**

\_\_\_\_\_  
Name(s)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Daytime Phone Number

\_\_\_\_\_  
Home Phone Number

\_\_\_\_\_  
Door County ETP

\_\_\_\_\_  
Program Title

\_\_\_\_\_  
begins Monday, January 23, 2017

\_\_\_\_\_  
Program Date

Method of Payment

- My check or purchase order, made out to *UW-Green Bay* is enclosed.
- MasterCard     Visa ← **required to be on file even if paying with check or PO**

\_\_\_\_\_  
Please print cardholder's name

\_\_\_\_\_  
Credit card number

\_\_\_\_\_  
CVV#

\_\_\_\_\_  
Card expiration date

\_\_\_\_\_  
Cardholder's signature

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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Tara Carr, 2701 Larsen Rd, Green Bay, WI 54303, (920) 496-2117.