



## KUTZTOWN SBDC SMALL BUSINESS DEVELOPMENT CENTER

Kutztown University of Pennsylvania, Kutztown, PA 19530  
www.kutztownsbdc.org

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# Kutztown SBDC News Release

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## **Kutztown SBDC First Step Series offered through York SCORE** *Workshops for small businesses*

*January-June 2005 schedule*

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**Kutztown, PA, December 28, 2004:** Kutztown Small Business Development Center with York SCORE will offer an improved series of First Step business-training workshops in 2005 at the Central York High School, 7<sup>th</sup> Avenue in York. Following is the schedule for the first half of 2005.

**Please publish workshop dates in your community and/or business calendars.**

### **Starting & Growing a Successful Business**

If you are thinking of starting a business or already have one but realize you may have missed a few things, this Workshops is for you. We give you sources of local, regional and national business information. You will discover information you need and procedures to follow. We even give you a list of "what not to do." Subjects include: organization, management, location, marketing, cash flow, and sources of funding. After this session, we encourage you to register for the four-part business plan workshop series. Attendees will get access to high-end, web-based training modules to assist them in the start-up of a business. \$10 materials fee per person.

*6:30-9:00pm, Central York High School  
Jan. 13, and Apr. 7*

### **Business Plan I – Business Plan for Success**

Participants receive access to Kutztown SBDC's web-based business plan model providing step-by-step guidance in researching and writing a business plan. Topics include: getting in "shape" to start a small business, target marketing, descriptions of products and services, and what makes a "good business plan." Attendees will get access to high-end, web-based training modules to assist them in the start-up of a business. \$50 per person for entire four part series.

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*6:30-9pm, Central York High School  
Jan. 27, and Apr. 21*

**Business Plan II – Marketing Your Product, Service and Company**

Participants learn important marketing concepts, such as what marketing really is and what it includes. What makes a product and/or service unique? Discover the difference between features and benefits. Topics may include: pricing strategies, market information resources, market “positioning,” marketing communications, and the five absolutes of advertising. Participants will also receive access to new web-based training modules such as “Building Your Brand!” along with many others.

*6:30-9pm, Central York High School  
Feb. 10, and May 5*

**Business Plan III – Financial Projections and Statements**

Participants learn how to forecast sales revenue and build solid financial statements. Attendees use the Business Plan for Success financial model to project three-year monthly income and cash flow statements. Exercises help students better understand financial concepts. Individualized assistance is offered. In addition, participants can access new web-based training modules such as “Cash Flow!” along with many others.

*6:30-9pm, Central York High School  
Feb. 24, and May 19*

**Business Plan IV – Funding Your Business**

This final session offers information on how to fund a small business. A banker or economic development loan specialist will lead a discussion of various loan programs, venture capital and angel networks, and bank applications and documentation. Credit scoring is explained. After completing the first draft of a business plan, participants are eligible for a one-on-one session with one of our SBDC business consultants and/or SCORE counselors.

*6:30-9pm, Central York High School  
Mar. 10, and June 2*

**Central York High School: 7<sup>th</sup> Avenue, York, PA**

Online Registration: [www.kutztownsbdc.org](http://www.kutztownsbdc.org)

Phone Registration: 1-877-472-7232

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About the SBDCs:

The Pennsylvania Small Business Development Centers (SBDCs) work with small firms to help them compete and grow in today’s highly competitive global economy. Combining the expertise of a professional staff with the resources of the state’s best colleges and universities, the SBDCs provide high quality business management consulting, information, and educational programs that build small firms’ capacities to compete in domestic and international markets.

For additional information:

Kutztown SBDC at [www.kutztownsbdc.org](http://www.kutztownsbdc.org)

or

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