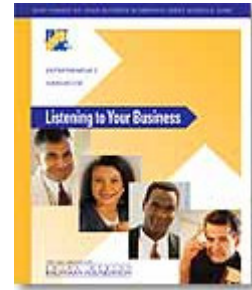


Kick off the New Year Right with the Listening to Your Business Workshop



The KU SBDC is offering existing businesses the opportunity to assess the health of their businesses with the Kauffman Foundation's "Listening to Your Business" workshop. The workshop will be offered at the Kutztown Area Chamber of Commerce on Friday, Jan 13 and at the Coatesville City Hall on Wednesday, January 18. This workshop is designed for business owners that are serious about success in 2006!

The workshop will include:

- Setting your three-year vision - A series of activities through which you will discover where your business is today and where you want to be in three years.
- Taking a snapshot of your business - A process to determine what stage of development your business is in today (concept, start-up, growth, maturity, innovation or decline) and what stage you want it to be in three years from now.
- Evaluating where you are in the planning process - Assess what plans are or are not in place (feasibility plan, business plan, strategic plan, operational plan) and how they can be adjusted or created to maximize your company's success.
- Translating your goals into action steps - Nail down the actions and resources that your company needs to reach its three-year vision.

Although it is valued at \$300+ and includes a 48-page workbook for each participant, the workshop is being offered free of charge. Interested business owners can register at www.kutztownsbdc.org. But hurry – SPACE IS LIMITED!