

## starting your own business

Part I - Tuesday, Feb. 7, 2012  
6p.m. - 9:30 p.m.

Part II - Wednesday, Feb. 15, 2012  
6p.m. - 9:30 p.m.

During the information-filled seminar,  
you will be introduced to these topics:

- \* Evaluate your idea for a business — is there a need in the marketplace?
- \* What is a *business plan* and why is it a very important tool for you.
- \* Discuss with a banker what information a loan officer is looking for.
- \* Be presented with marketing ideas that supplement typical advertising and its related expense.
- \* Get an introduction to the taxes that small businesses must pay — from sales tax to FICA to unemployment.
- \* Enjoy an overview of legal aspects including assorted legal structures.
- \* There are many types of insurance. What do you need? In what dollar amounts?



register online:  
[www.greenbayscore.org](http://www.greenbayscore.org)



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FOR THE LIFE OF YOUR BUSINESS

2701 Larsen Rd.  
Green Bay, WI 54303



2701 Larsen Rd, Green Bay, WI 54303  
Phone 920-496-9010 | Fax 920-496-6009 | Web [titletown.org](http://titletown.org)

ADVANCE IS A PROGRAM OF THE GREEN BAY AREA CHAMBER OF COMMERCE

# SCORE BIG

by taking the *first step* in effectively  
starting your own business.

DO YOU HAVE WHAT IT TAKES?



ADVANCE  
GREEN BAY AREA  
ECONOMIC DEVELOPMENT

A PROGRAM OF  
THE GREEN BAY AREA CHAMBER OF COMMERCE



## GETTING STARTED

This two-part seminar should be your first step in starting your own business. It will show you how to write a successful business plan; what you need to know to get a business loan; when and how to pay your taxes; and how to get customers to buy your product or service. Get started on the right foot by attending SCORE's "How To Start Your Own Business" seminar Feb. 7 and Feb. 15, 2012.

To ensure your space at this important seminar, fill out the registration form at right and mail it with your check (payable to SCORE). Please check the special pricing if you are attending the entire two-day series (Best Value). Fees include all materials and refreshments.



**seminar location:**  
**Advance Business & Manufacturing Center**

All Classes will be held in the ABMC Classroom, located in the Advance Business and Manufacturing Center on the NWTC Campus at 2701 Larsen Road, Green Bay, WI 54303 (from Packerland Dr., turn West on Larsen Road and follow to the ABMC). *Map of building location on SCORE Web site.*

**Free Parking is available in front of the building**

■ Room Capacity: 28 students

If you have any questions, please call Cindy Gokey at (920) 496-8930 or go to the SCORE site: [www.greenbayscore.org](http://www.greenbayscore.org)



ADVANCE



FOR THE LIFE OF YOUR BUSINESS

## SCHEDULE

### PART I

**Tuesday, Feb. 7** (6-9:30 p.m.)

- 6:00 p.m. **INTRODUCTION** — SCORE Facilitator
- 6:05 p.m. **SUCCESSFUL BUSINESS PLANNING**  
**Mike Hall, CPA**  
Business Consultant  
QuickStart, Inc.
- 7:25p.m. **BUSINESS FINANCING 101**  
**KaraLynne Moore**  
Business Services  
Community First Credit Union
- 8:30 p.m. **LEGAL ISSUES FOR SMALL BUSINESS**  
**Jon Olson**  
Attorney at Law

### PART II

**Wednesday, Feb. 15** (6-9:30 p.m.)

- 6:00 p.m. **INSURANCE INSIGHTS: IMPROVE YOUR KNOWLEDGE TO PROTECT YOUR BUSINESS**  
**Chad J. Heath**  
Account Executive  
Alliance Insurance Centers, LLC
- 7:00 p.m. **SMALL BUSINESS ACCOUNTING AND TAXES**  
**Mary Guldán-Lindstrom, CPA**  
Owner  
FOCUS\$ CPA
- 8:30 p.m. **BUSINESS MARKETING STRATEGIES**  
**Robert Jahnke**  
President  
Top Hat Marketing, Inc.

Note: the formal break has been removed in lieu of 5-minute periods between presentations for client interactions with presenters.

## REGISTRATION

REGISTER ONLINE: [www.greenbayscore.org](http://www.greenbayscore.org)  
FOR MORE INFO CALL: 920-496-8930

**Make your check payable to:**  
SCORE Chapter 508  
2701 Larsen Rd.  
Green Bay, WI 54303  
**THIS WILL RESERVE YOUR SPACE.**

Name of each person(s) attending\*:

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Address (city, state, ZIP):

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Daytime phone:

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Business idea:

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- Part I (Feb. 7) - single price is \$30, each additional \$15
- Part II (Feb. 15) - single price is \$30, each additional \$15
- Both Part I & Part II priced together is \$45 single price and \$20 each additional person
- Check enclosed payable to SCORE

**Register by Feb. 3, 2012**

**Limited seating – Please Register Early!**

\* Please let us know if you require handicap accessibility.

**\*A 24-HOUR CANCELLATION NOTICE IS REQUIRED FOR A REFUND.**