

## ENTREPRENEUR TRACK OVERVIEW

The Forest County Potawatomi Community (FCPC) presents an innovative economic development program that offers technical assistance and localized training to students and community members in Wisconsin's Northwoods. In partnership with the United States Department of Agriculture (USDA) and Nicolet Area Technical College, FCPC aims to increase opportunities to rural residents via education, job creation, job advancement, and the establishment of new businesses in rural Wisconsin. To reach these shared goals, the Entrepreneur Track offers a blend of traditional classroom learning, 1:1 guidance, and customized mentorship to provide real assistance to Northwoods Entrepreneurs.

All classes and mentorship opportunities are free of charge and open to all adult residents of Forest, Langlade, Oneida, and Vilas counties.

## MEET THE INSTRUCTOR Michelle Madl

Michelle has created and delivered training sessions specifically related to personnel issues and professional development in a variety of positions over the course of the last ten years. She has worked in a number of capacities as a generalist in the human resource field, and has acquired over twenty years of experience in customer service, sales and marketing. She is currently working as a Business Development and Outreach Coordinator for Nicolet College.

Throughout the past five years she has taught as an adjunct instructor in the Business Management, Supervisory Management, Marketing and Social Science programs for the Wisconsin Technical College System. Michelle holds a baccalaureate degree in Behavioral Science and a Master of Science in Management and Organizational Behavior. In 2007 Michelle became a graduate of the Urban Hope Entrepreneur Center, Green Bay, WI and started her own consulting business called Visions2Transitions Consulting, LLC as a Business Services Coach.

Michelle's passion is to help others pursue their passion. Her experience and ability, together with her sense of humor and casual, yet professional style, can set anyone at ease, regardless of the circumstances.

## REGISTRATION INFORMATION

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Forest County  
Potawatomi Community



*The Professional Track is brought to you through the  
generosity of the Forest County Potawatomi Community,  
Nicolet Area Technical College, and the USDA.*

# NORTHWOODS Business Development Series



Classes for the  
**ENTREPRENEUR TRACK**

*FREE for residents of Forest,  
Langlade, Oneida and Vilas counties*

## ENTREPRENEUR TRACK:

*All training modules will be delivered from 3 p.m. - 6 p.m. at the auditorium of the Forest County Potawatomi Executive Building, 5416 Everybody's Rd., Crandon, WI.*

### **SO...YOU'RE THINKING OF STARTING A BUSINESS?**

**Monday, June 7, 2010**

If you're thinking of starting your own business and becoming an entrepreneur, but are unsure of where to begin, attend this session. You'll answer important questions and determine whether you're ready to go into business for yourself. You'll also explore the traits and characteristics of successful entrepreneurs, establish a personal vision, discuss the planning process of business start-up, and much more!

### **YOUR BUSINESS CONCEPT/ FEASIBILITY CHECKLIST**

**Monday, June 14, 2010**

Identify and define your business concept and create a simple, concise business concept statement. Once defined, test the concept's feasibility to determine if it should be further developed. If the business concept is feasible, it is time to write your business plan.



### **MANAGEMENT AND ORGANIZATION PLANNING & PRODUCT/SERVICE PLANNING**

**Monday, June 21, 2010**

Understand different legal structures. Recognize the importance of a strong management team, effective staffing, and aligning in structure and culture with your entrepreneurial aspirations. Define the product/service features, benefits and other key attributes, identify the intellectual property of your proposed venture, and determine the best way to protect it.

### **THE MARKETING PLAN: INDUSTRY & COMPETITION**

**Monday, June 28, 2010**

Create an industry profile, identify and analyze the competition, build a competitive advantage, and position a product/service. Learn to research market characteristics, identify potential markets, select a target market, and develop your customer profile.

### **THE MARKETING PLAN: CREATING A BUSINESS IMAGE**

**Monday, July 12, 2010**

Focus on creating an appropriate business image, determining which market penetration tactics will be the most effective in reaching your customers, and developing a promotional plan.

### **MARKET PLANNING: SETTING A PRICING STRUCTURE FOR YOUR BUSINESS**

**Monday, July 19, 2010**

Understand the process of determining a relevant price range, evaluating price constraints and sensitivities, selecting a strategy, and setting pricing for your product/service.

### **FINANCIAL PLANNING: START-UP COSTS, SALES, INVENTORY, AND OPERATING EXPENSES**

**Monday, July 26, 2010**

Become acquainted with the benefits of budgeting, sources of financial information, and the importance of well-documented assumptions. Develop a Financial Template, enter start-up costs, sales projections, inventory projections, and operating expenses, and document the assumptions that support these projections.

### **FINANCIAL PLANNING: CASH OUTLAYS, SOURCES AND FINANCIAL STATEMENTS**

**Monday, August 2, 2010**

Learn the key financial concepts of understanding and projecting accurate financial statements, determining the cash needed to start and operate a business, and evaluating cash sources.

### **FINALIZING THE BUSINESS PLAN**

**Monday, August 9, 2010**

Finalize your business plan with important elements such as a cover page, table of contents, executive summary, and appendix. Compare your business plan to your personal vision and model business, and assess and plan your next steps.

### **BUSINESS IN INDIAN COUNTRY**

**Monday, August 16, 2010**

Presented by the Great Lakes Intertribal Council, participants will discover resources and business assistance available that are culturally sensitive and specific to Indian Country.