

**SCORE Naples
Presents a 4-session Workshop at
Hodges University**

**Developing a Business
Plan**

Coming on:
Four consecutive
Saturday morning
sessions
beginning
August 9, 2008
9:30am-12:00pm
at:
Hodges University
Naples Campus
2655 Northbrook
Drive
Room 205

Cost: \$45
Limited to 25
attendees. Please
be committed to all 4
sessions when
registering.

**Reserve Your Seat
online NOW at:**

www.scorenaples.org

*(Click on
Workshops, then SIGN UP!
next to the workshop)*

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Review all of our
workshops on our web site:
www.scorenaples.org

This workshop is a hands-on workshop that includes four sessions over a four week period on Saturday mornings (8/9, 8/16, 8/23, and 8/30).

This business plan development workshop will explain why a business plan is essential as well as guide you in creating key elements of your own business plan. The sessions will last two and one-half hours and will consist of presentations, discussion and practical exercises. At the end of the program, the participant will have completed their own initial business plan. You are invited to bring your own coffee and beverages to the sessions.

Topics covered include:

- Executive Summary
- Market Analysis
- Marketing Strategy
- Financial Plans

Featuring the Following Speaker Pool:

Jim Babcock – Education Director of SCORE Naples and retired senior manager, who developed and managed multiple product / service portfolios and business plans.

Jim Culkar – SCORE Naples Counselor and retired corporate executive who has provided financial analysis and counseling to over 1000 small businesses during his career.

Lou Laurent – SCORE counselor as well as Director of Marketing and Fundraising. His background is in Business and Market Development for high technology companies involved in electronic imaging.

Vincent Izzi—SCORE Naples Counselor and Consulting Faculty member within the IBM Executive Business Institute with worldwide responsibility to provide executive level training to help IBM's Business Partners and internal and external clients achieve their maximum business potential.