

Growing Rural Businesses Entrepreneurial Training Seminar Schedule

1 Entrepreneurial Mindset for Small Businesses • September 7

Assessing your entrepreneurial spirit; building a business concept statement and vision.

Dr. Tim Pett, Director, Center for Entrepreneurship and Professor

2 The Marketing Plan: The Roadmap for Success • September 14

Applying market research and market segmentation, components of a marketing plan.

Dr. Chris Broberg, Assistant Professor

3 Strategies and Skills for Contract Relationships • September 21

Improving vendor relationships, negotiations, and contracts for positive (win/win) outcomes.

Mr. Larry Spurgeon (J.D.), Larry Jones Faculty Fellow in Business Ethics and Senior Lecturer

4 Creating Value for Your Customers • September 28

Customer service/consumer behavior, exceeding customer needs before, during and after.

Dr. Don Hackett, Family Business Fellow and Associate Professor

5 The Nuts and Bolts of Advertising • October 5

Ad strategy, placement, locating and reaching your customers, recognizing target markets.

Mrs. Dotty Harpool, Director, Barton School Community Initiatives and Instructor

6 Basic Sales Techniques and Practices for Selling • October 12

Selling the concept and the keys of making a sale, identifying a potential customer.

Dr. Don Hackett, Family Business Fellow and Associate Professor

7 Fundamental Tactics and Approaches of Merchandising • October 19

Point of purchase display, point of sale system, retail pitch plan, approaching gate-keepers.

Dr. Jim Wolff, Kincaid Faculty Fellow and Professor

8 Developing a Comprehensive Promotional Strategy • October 26

Media buying, press releases, how to develop and measure promotional materials.

Mrs. Dotty Harpool, Director, Barton School Community Initiatives and Instructor

9 Getting the Best From Others: The Employee Factor • November 2

How to attract, retain and dismiss employees, feedback, building team consensus.

Dr. Gaylen Chandler, Barton Distinguished Chair in Entrepreneurship and Professor

10 Keeping a Financial Focus: Impact on Marketing and Business Operations • November 9

Monitoring critical numbers and financial control systems of your business.

Mr. Ron Christy, Director, Kansas Family Business Forum and Instructor

11 Bringing it All Together: Developing an Effective Niche Strategy • November 16

Developing a competitive advantage in the marketplace.

Dr. Jim Wolff, Kincaid Faculty Fellow and Professor



How Will this Training Benefit You?

Participants will receive a comprehensive practical approach to conducting business along with the resources needed to succeed. Group discussions led by facilitators will provide insights on how to approach challenges and solve them effectively.

The Entrepreneurial Certificate Program has been designed specifically to strengthen and develop the skills that are needed to sustain your business. Each session of the Entrepreneurial Certificate Program focuses on the unique challenges your business encounters.

Tuition fees will include all materials, resource guide and refreshments. Participants who attend at least nine of the eleven sessions will be awarded the Entrepreneurial Certificate.

Enrollment is limited!

For more information or to register contact:

David A. Alfaro, Director
Butler County Economic Development
316-322-4242 • Cell 316-619-5629
dalfaro@bucoks.com

or the Center for Entrepreneurship
316-978-3000

www.GrowingRuralBusinesses.org

The Butler County Business Model

Small businesses in Butler County are built on civic pride and a strong entrepreneurial spirit. The Growing Rural Businesses Entrepreneurial Certificate program is designed around the latest business principles to leverage your business resources. Research provides evidence that involvement in learning activities is strongly correlated with business growth. In fact, in some cases continued learning can be more beneficial than the experience and education that founders had acquired prior to business ownership.

In the words of previous GRB participants...

"I am grateful to Wichita State for providing this educational opportunity. I feel that we have been provided the basis of an extraordinary academic and professional learning experience."

—Joseph M. Fast, Don Spotts Lumber Co., Ashland, KS

"The program is great. I hope we can do it justice by successfully implementing things we are learning."

—Scott Reinecke, Studio 54 Stained Glass, Greensburg, KS

"The sessions I have attended have been excellent and I have appreciated everything the instructors shared with us."

—Sally Shattuck, Shattuck Law Office, LLC, Ashland, KS

"Sharing ideas among attendees of what has worked for them is so valuable as a business owner! It has made me realize how we are all in the same boat."

—Hannah Kendall, Orgins Coffeehouse, Haviland, KS

PARTNERS:

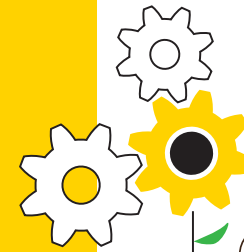


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Growing Rural Businesses

ENTREPRENEURIAL Certificate Program BUTLER COUNTY

A new, 11-week certificate program providing practical, applied knowledge customized for rural businesses. Through interactive learning using real-world dilemmas, small group exercises, active discussions and networking, this program will equip you to build resourceful business partnerships.

**Fridays, 8:00 to 11:30 a.m.
Starting September 7, 2012**

\$200 per person

Augusta, Kansas

Public Safety Facility
2100 N. Ohio

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