



*The Blue Ridge Crossroads SBDC is a member of the Virginia SBDC Network, a statewide service network funded in part through a cooperative agreement with the US Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.*

FOR IMMEDIATE RELEASE

### **Blue Ridge Crossroads Small Business Development Center**

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Thinking of starting a business? Already started a new business but need a better plan? Once you have the knowledge of how to plan a business, you can use the knowledge for any business idea, at any time, for the rest of your life.

The Blue Ridge Crossroads Small Business Development Center is offering four FREE workshops focused on starting and growing your business. The workshops will be presented by Becky Nave and Cindy Green with People Incorporated Financial Services, and the topics addressed will be Success Planning, Market Planning, Cash Flow Planning, and Operations Planning. The seminars will take place on February 6<sup>th</sup>, February 13<sup>th</sup>, February 20<sup>th</sup>, and March 6<sup>th</sup> from 6pm-9pm each day. Those who complete the course will clearly understand the business planning process and gain familiarity with a number of very useful tools and resources.

Seating is limited to 15 people. All participants will receive a training manual to keep, valued at \$75. All workshops will take place at the Crossroads Institute Higher Education Center in Galax and are available via video conference at the Grant Computing Center in Troutdale.

If you wish to register for one or all of these workshops, please contact us by phone at (276) 236-0391 or by e-mail at [workshops@brceda.org](mailto:workshops@brceda.org). You may visit [www.brceda.org](http://www.brceda.org) for more information.

***The Blue Ridge Crossroads Region is Virginia's "Entrepreneurial Region."***

1117 East Stuart Drive . Galax, Virginia 24333  
Tel: 276.236.0391 [www.brceda.org](http://www.brceda.org)



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## **Workshops and Seminar Schedule** *February-March 2014*

Workshops are FREE but seating is limited to 15 people. All participants will receive a training manual to keep, valued at \$75. All workshops will take place at the Crossroads Institute Higher Education Center in Galax and are available via video conference at the Grant Computing Center in Troutdale. If you wish to register for one or all of these workshops, please contact us by phone at (276) 236-0391 or by e-mail at [workshops@brceda.org](mailto:workshops@brceda.org). You may visit [www.brceda.org](http://www.brceda.org) for more information.

- February 6, 2014:**                      **Success Planning**  
**6pm – 9pm**  
This section is the foundation of a good business plan. This session covers Personal goals, Personal Financial Goals, Commitment, Capability, Character and Contingency: “What if?”
- February 13, 2014:**                      **Market Planning**  
**6pm – 9pm**  
This section presents tools and strategies for transforming your dream into a reality. How to build a marketing plan by focusing on : Products/Services, Distribution, Customers, Industry and Competition.
- February 20, 2014:**                      **Cash Flow Planning**  
**6pm – 9pm**  
Cash is the fuel that powers a business. Learn how to set financial goals, evaluate and assess business strategies, identify cash weaknesses and cash strengths. Cash flow specifically addresses: Timing, Amounts, Sources, Uses and Relationships.
- March 6, 2014:**                              **Operations Planning**  
**6pm – 9pm**  
This section is designed to raise your awareness of key issues that your business must address in order to be a legitimate, successful business. Operations’ planning is where you can anticipate and prevent problems and crises by planning to operate a legitimate, professional business.

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## **Are you thinking of starting a business? Are you a new business owner?**

*Once you have the knowledge of how to plan a business, you can use this knowledge for any business idea, at any time, for the rest of your life.*

Learn to develop a business plan to test the feasibility of your business concept and to increase your marketing, management, and financial knowledge. Course presents how to plan a business and covers Market, Cash Flow and Operations Planning. Course also presents Success Planning, which focuses on the personal goals of the business owner, business ethics and other personal development topics.

**All sessions will start at 5:00 PM and take place at the  
CROSSROADS INSTITUTE HIGHER EDUCATION CENTER  
located at 208 CRANBERRY ROAD, GALAX, VA**

### **Who Should Attend?**

- People with a business idea
- Struggling business owners
- Owners of growing or changing businesses
- Potential borrowers
- Business consultants and advisors

### **What are the Four Cores?**

*Planning strategies for each of the four cores are presented in separate sections.*

**CORE 1: SUCCESS PLANNING – FEBRUARY 6TH, 2014** - Foundation of a good business plan. This session covers Personal Goals, Personal Financial Goals, Commitment, Capability, Character and Contingency: "What if?"

**CORE 2: MARKET PLANNING – FEBRUARY 13TH, 2014** - Presents tools and strategies for transforming your dream into a reality. How to build a marketing plan by focusing on: Products/Services, Distribution, Customers, Industry and Competition.

**CORE 3: CASH FLOW PLANNING – FEBRUARY 20TH, 2014** - Cash is the fuel that powers a business. Learn how to set financial goals, evaluate and assess business strategies, identify cash weaknesses and cash strengths. Cash flow specifically addresses: Timing, Amounts, Sources, Uses and Relationships.

**CORE 4: OPERATIONS PLANNING – MARCH 6TH, 2014** - This section is designed to raise your awareness of key issues that your business must address in order to be a legitimate, successful business. Operations planning is where you can anticipate and prevent problems and crises by planning to operate a legitimate, professional business.

## **Do you live in Western Grayson County?**

The seminars will be available via video conference at the Grange Computing Center.

*Seating is limit to 15 people so sign up early! Cost is \$100 for all four sections and includes your own training book.*

**ALL FEES WAIVED FOR PRE-REGISTERED ATTENDEES.**

### **THREE WAYS TO REGISTER:**

Call 276-236-0391 • Email: [workshops@brceda.org](mailto:workshops@brceda.org)  
or Online <http://bit.ly/1j8HttZ>

**WWW.BRCEDA.ORG**