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Space Limited — Registration Required

General Programs

BUSINESS INFORMATION SESSION

5:30 PM

Rejuvenate and gain a fresh look at your career or small business and discover your true potential. Whether you are in business, thinking about being in business for yourself or searching for employment ... you are a company of one. Attend a BIS and learn how you can benefit from WBDC's programs and services. WBDC's programs and services will provide you with tools to: control your future through self employment or improve your chances for increasing your income.

Shelton: July 18
WBDC at the Greater Valley Chamber of Commerce

Norwalk: August 8
WBDC at Norwalk Community College

No charge

WALK-IN WEDNESDAYS

10:00 AM – 4:00 PM

Discover how WBDC programs and services can help you with your specific business and professional development needs. You can "Walk In" and meet with a WBDC Counselor every Wednesday at various locations.

Milford: July 11
WBDC at Milford Office Suites

Shelton: July 18
WBDC at the Greater Valley Chamber of Commerce

Stamford: July 25, August 22
WBDC at Government Center

Bridgeport: August 1
WBDC at Bridgeport Regional Business Council

Norwalk: August 8
WBDC at Norwalk Community College
Room W109

New Haven: August 15
WBDC at Greater New Haven Chamber
of Commerce

No Charge/No Appointment Needed

Entrepreneurial Development

EXPLORING ENTREPRENEURSHIP

6:00 PM – 8:00 PM

Do you have what it takes to start your own business? It's more than just having a good idea. WBDC's Exploring Entrepreneurship is for aspiring business owners and will provide insight into what is needed to start your own business. You will take a critical view of your idea/vision and investigate the feasibility of turning it into your reality.

Fairfield: July 31
WBDC at Fairfield YMCA

Shelton: August 16
WBDC at the Greater Valley Chamber of Commerce

This program made possible through the support of the Wachovia Foundation.

No Charge

LUNCH & LEARN

12:00 PM – 2:00 PM

WBDC's facilitated teleclass — Invigorate your business by attending WBDC's Lunch and Learn. Every month a new topic is explored where experts share valuable advice on how to build and grow your business.

Stamford: July 17
WBDC at Government Center
Mayor Dannel P. Malloy's Conference Room

Getting Unstuck: Five Ways to Rejuvenate Mid-Year
(Note: this discussion was pre-recorded)

Speaker: *Suzy Welch*

Facilitator: *Catherine Duncan*

No Charge

NEW! — WEBINAR — INTELLECTUAL PROPERTIES

12:00 PM – 1:30 PM

Intellectual Property: What Is It?
Intellectual property issues permeate all businesses, regardless of their size or industry.
Company names and logos, product ideas, customer lists, product design & packaging—even your super-secret chocolate chip cookie

Continued

WBDC SCHOLARSHIP FUND

The WBDC Scholarship Fund assures enrollment to eligible applicants regardless of inability to pay. Fees for programs and services are determined by a sliding scale, based on yearly income. Speak to your WBDC Business/Career Specialist for a confidential application.



recipe—these are your company’s most valuable assets, and each presents potential IP pitfalls for business owners of all levels of experience. Too often, start-up businesses and entrepreneurs don’t take the basic steps needed to protect these important assets. Learn the basics about intellectual property rights, including patents, trademarks, copyrights and trade secrets, in this two-part program taught by local intellectual property attorneys.

Webinar: Tuesday, July 24
Thursday, August 2

Instructors: *Elizabeth Galletta and Carrie Hanlon of Wiggin and Dana*

WBDC Members \$15 Non-Members \$20
Fee includes guidebook

UNDERSTANDING THE DYNAMICS OF A FAMILY BUSINESS

8:15 AM – 9:15 AM

Blood is Thicker Than Water ... Paul Sessions, Director of the Center for Family Business of the University of New Haven, will share his thoughts on keeping family members working in harmony. Join us for an interactive presentation on running a business with loved ones and keeping everyone engaged and on the same path.

Stamford: July 17
WBDC at Government Center

Instructor: *Paul Sessions*

No charge

CLOSING THE DEAL - GET SOLD ON A NEW WAY OF CLOSING

6:00 PM – 8:00 PM

You know your product like the back of your hand, and you can prospect with the best of them. But when it comes to closing, you’re seeing more doors than deals. Don’t give up! Chances are you are not responsible for your closing conundrums.

We will cover the 10 types of Closers (and what behaviors you might have) and then cut to the chase with the Hybrid Closing System. You will walk away from this workshop with actionable tools that will allow you to close more quickly, effectively, and deliver a win-win for all parties!

Stamford: July 26
WBDC at Government Center

Instructor: *Rich Gee*

WBDC Members \$15 Non-Members \$20

COUNSELING AND BUSINESS PLAN WRITING

If you are faced with a specific challenge in your business, meet with a WBDC business counselor for a one on one counseling session. WBDC offers Marketing Mondays and Finance Focus Days...see below. Other concentrations include insurance, human resources, legal and taxes.

Marketing Mondays - Evaluate your current marketing efforts and determine next steps to address your marketing goals.

Marketing Mondays: July 9 and August 6

Finance Focus assesses your business and ensures you have a thorough understanding of financing options available to you for business start-up or expansion. Discuss your business plan and financing needs.

Finance Focus Days: July 10 and August 7

Appointment required - Locations TBD

Small Business Counseling - \$50.00 Per Session/Hour

CUSTOMIZED BUSINESS PLAN WRITING

Working closely with our clients, we help create business plans for new and existing businesses to expand or raise capital. We will work with you to define and write a business plan that fits within your budget and needs.

Base Fee: \$1500 scholarship does not apply

Professional Development

FOCUS COACHING PROGRAM

Carefully planned, one on one sessions with a professional career coach who will help you discover your true potential and define your goals for a practical action plan.

Career and Entrepreneurial Coaching can help you produce extraordinary results. Coaching accelerates progress by providing greater focus and awareness of choice, encourages self-discovery and offers an outside perspective and objective feedback.

“Focus” is affordable, rewarding and realistic.

\$150.00 for 3 hours of Coaching Sessions

Scholarships Available

SESSION LOCATION AND ADDRESS

- Bridgeport:** WBDC at Bridgeport Regional Business Council
10 Middle Street, 14th Floor
- Fairfield:** WBDC at Fairfield YMCA, 841 Old Post Road
- Milford:** WBDC at Milford Office Suites, 58 River Street
- New Haven:** WBDC at New Haven Chamber of Commerce
900 Chapel Street, 10th Floor
- Norwalk:** WBDC at Norwalk Community College
188 Richards Avenue
- Shelton:** WBDC at Greater Valley Chamber of Commerce
900 Bridgeport Avenue
- Stamford:** WBDC at Government Center
888 Washington Blvd, 10th Floor

NO REFUNDS — WBDC Reserves the Right to Cancel Any Program
For more information or to register contact:
Wendy Rauch, Program Coordinator at 203-353-1750 Ext 4
or WRauch@ctwbdc.org