



WBDC promotes economic development through entrepreneurship by delivering high-quality and low cost programs for women and men at every stage of business and professional development.

# Spring/Summer 2004

Main Office: 400 Main St., Suite 510  
Stamford, CT 06901

Satellite Offices: New Haven and Bridgeport

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## PRE-REGISTRATION IS REQUIRED FOR ALL PROGRAMS

For more information  
CALL 203-353-1750 EXT. 16  
email: [dbratchell@ctwbdc.org](mailto:dbratchell@ctwbdc.org)  
or 1-877-999-WBDC (9232)

## OUTSIDE OF STAMFORD/NORWALK AREA

*WBDC reserves the right to cancel classes.*

### SMALL BUSINESS RESOURCE AND INFO EXPRESS SESSIONS

Tuesday, April 13th	6:00 pm to 8:00 pm	The Ferguson Library, Stamford, CT
Tuesday, May 4th	6:00 pm to 8:00 pm	Norwalk Community College
June 8th	6:00 pm to 8:00 pm	The Ferguson Library, Stamford, CT

This 2-hour session provides you with information on programs and services available at WBDC. Learn about specific areas important to the development of your business and how to choose the WBDC program that's right for you. Find out about our extensive network of local, state and national resources. Meet other aspiring and established entrepreneurs. This session will motivate and inspire you to transform your ideas into a practical action plan. Seating Limited **No Charge**

### *New!* **FastTrac Express II—Business Planning – 2 locations!**

#### **The sequel to “The Best Program in Connecticut for Aspiring Entrepreneurs and Business Owners—FastTrac Express III!**

WBDC knows what it takes to launch and grow a small business—we have gathered feedback and suggestions from thousands of clients and successful business owners for 5 years to develop programs that work. **FastTrac Express II** provides the training, counseling and technical assistance necessary to take your business or business idea to the next level. You will learn management and marketing principals, and develop a well grounded plan for business success. **FastTrac Express II** is a small business wellness program – providing user-friendly tools for preparing a viable business plan. Learn how to present your business with more knowledge and confidence. Don't wait another minute! If you have not participated in FastTrac before, call for a free consultation to qualify for admission.

☆ **No Charge to Residents and owners of businesses in the New Haven Empowerment Zone**

☆ **No Charge to Residents and owners of businesses IN NORWALK AND STAMFORD—INCOME GUIDELINES APPLY**

**WBDC Members \$100 Non-Members \$129 \$50 to FastTrac I Graduates (Scholarships Available)**  
**6:30 pm to 9:00 pm**

**Norwalk— At Norwalk Community College**

Wednesdays: May 19, 26, June 2, 9, 16, 23, 30

**New Haven — at Gateway Community College**

Thursdays: May 20, 27, June 3, 10, 17, 24, July 1

**\$5.00 Registration Fee—Apply Now! Class size limited.**

### SMALL BUSINESS COUNSELING

BY APPOINTMENT

Whether your business is a sole proprietorship or an LLC, there are many challenges in growing that business and a WBDC counseling session can help you find solutions and save you money. WBDC's executive staff and professional faculty have expertise in both business and professional development. Specific concentrations include marketing, public relations, human resources, legal, finance, accounting, nonprofit capacity building, and proposal writing.

**\$50 per session (Scholarships Available—see below)**

☆ **No Charge to Residents and owners of businesses in the New Haven Empowerment Zone**

☆ **Stamford and Norwalk Residents and Business Owners who meet income guidelines can qualify for free business counseling sessions made possible through Municipal funding.**

☆ **No Charge to CSERP Clients**

**New! Successful Trade Show Exhibit Seminar . . . secrets, tips, tools, techniques and more!**

Marketing and trade show expert, Denise DiGrigoli presents powerful tips, insights and strategies to improve your company's success for trade show and special event exhibiting. An entrepreneur herself, Denise is Managing Partner/Co-owner of Frameshop Art Services, Inc. with shops in Stamford and Greenwich. She will take you from show planning to show selection, secrets to cost effective exhibit design through promotion and participation with ways to measure results! **This information packed seminar is sure to improve your sales and enhance your company's exposure, perfect for the exhibit novice or seasoned entrepreneur.**

**Monday, June 14th at UCONN, Stamford, CT 6:30 pm to 8:30 pm**

Members: \$10.00 Non-Members: \$15.00

**No Charge to: CSERP Clients, Stamford and Norwalk Residents and Business Owners who meet income guidelines—WBDC Scholarships Available—see below**

**THE YELLOW DOOR . . . tools for a bright future!**

**CAREER ASSESSMENT, COACHING, WORKSHOPS**

**Scholarships Available**

**“FOCUS” Career Assessment Coaching Program**

BY APPOINTMENT

Carefully planned, one-on-one sessions with a professional career counselor will help you discover your true potential and define your goals for a practical action plan. Designed especially for WBDC clients by a team of esteemed professional career counselors, “Focus” is affordable, rewarding and realistic.

Members: \$199 Non-Members: \$250 No Charge to CSERP Clients (**Scholarships Available—see below**)

**New! The Career and Self-Employment Readiness Program (CSERP)©**

**“The precursor to any WBDC Program” . . . Whether you are thinking about being in business for yourself or searching for employment—YOU ARE A COMPANY OF ONE—It’s time to learn the WBDC approach to your job—think of it as being in business for yourself!** Learn how to improve your chances for increasing your income and controlling your future through self-employment. Learn how you can achieve your personal and financial goals and develop new skills that can lead you to a better job.

CSERP provides you with an individualized plan where you will have FREE access to WBDC's programs and services, customized to your specific needs. You will receive an orientation and assessment before developing your plan of action that includes workshops and coaching with a Business or Career Counselor. Attend classes with patient and caring instructors that really help you to focus on your new plan for success in a fun, informative, interactive format. This opportunity appeals to individuals of all educational, professional and personal backgrounds. **Don't let this opportunity pass you by!**

Income and special guidelines apply.

**Sponsored by The Workplace, Inc.**

**Business and Professional Development Workshop Series . . .**

***Building Characteristics for Business Success and Self-Employment Exploration***

Confidence and self-esteem building workshop taught by a successful business owner who teaches participants to learn the techniques for overcoming the fear of making phone calls and how to network; how to use “scripts;” how to self-coach for success; the basics of building confidence as they build their business; how to unlock the power of a positive attitude and universal success principles. Barbara P. Berkowitz, Ph.D., licensed psychologist and co-owner of an international, web-based business describes how she started and the challenges and successes of her path to self-employment. Participants learn first hand what is involved to successfully earn a living as an independent business owner.

**April 27th and June 1st in Bridgeport, CT 6:00 pm to 8:30 pm**

**(We encourage you to participate in the entire series, however, it is not mandatory to register for both workshops)**

Members: \$10.00 ea. 2 for \$15.00

Non-Members: \$15.00 ea. 2 for \$25

**CSERP Clients No Charge—see above**

**WBDC Scholarships Available—see below**

**☆☆☆☆ APPLY FOR A WBDC SCHOLARSHIP NOW ☆☆☆☆**

Fees for programs and services are determined by a sliding scale, based on yearly income.

Call 203-353-1750 ext. 16 or 1-877-999-9232 outside of Stamford/Norwalk area or email: [dbratchell@ctwbdc.org](mailto:dbratchell@ctwbdc.org)



WBDC is partially funded by the U.S. Small Business Administration's Office of Women's Business Ownership (OWBO) & The Office of Financial Assistance. The OWBO is established to help women become full partners in economic development through small business ownership. SBA's cooperation does not constitute or imply its endorsement of any opinions, products and/or services.

Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. All SBA programs are extended to the public on a nondiscriminatory basis.