

2018 SMALL BUSINESS DEVELOPMENT ACADEMY

PRESENTED BY  **Greater Norwalk**
CHAMBER OF COMMERCE

SPONSORED BY  **KeyBank**

LEARN HOW TO **START** AND SUSTAIN **YOUR OWN BUSINESS** WITH THIS **FREE** PROGRAM, ADDRESSING TOPICS ESSENTIAL TO RUNNING A SUCCESSFUL BUSINESS—PRESENTED BY EXPERIENCED PROFESSIONALS.

FEATURING KICKOFF SPEAKER:

Jim Cain – President, Cain Management



Working three jobs and saving every penny he earned, along with some help from his parents, Jim invested in his first business at age 20. This business was a Dunkin Donuts shop (a fairly new concept in the mid-1970s). Soon after, Jim sold his share of this location and moved to Norwalk, CT with his wife and new business partner, Mary, and purchased the Dunkin Donuts location at 190 Main Street. It remains one of the highest volume locations to date. Over 30 years later, that one store has grown to over 60 stores throughout CT and NY.

In addition to being a successful entrepreneur, Jim prides himself on being a continual student of business, reading scores of books on the topic, and educating himself in best practices across a wide variety of industries. Especially enjoyable to Jim is mentoring aspiring entrepreneurs that are considering starting a small business.

Learn how with passion, focus on customer service, and commitment to self-education and improvement, Jim has created a large network of businesses.

**ALL SESSIONS WILL BE 6:00 - 8:00 P.M. (WITH A BREAK MIDWAY)
AT THE NORWALK INN & CONFERENCE CENTER, 99 EAST AVENUE**

Tuesday, October 2: *Kickoff* - Inspiration and valuable wisdom from the featured speakers, and more

Tuesday, October 9: *“Having a Plan”* - Learn the elements of a realistic and effective business plan

Tuesday, October 16: *“Setting it Up”* - Understand the various legal issues and aspects pertaining to the formation and continuance of a small business, as well as needed filings, permits and licensing

Tuesday, October 23: *“Getting the Money”* - Realize various ways and means of acquiring financing

Tuesday, October 30: *“Planning for a Profit”* - Find out the basics of keeping financials, taxes and insurance

Tuesday, November 6: *“Attracting Customers”* - Learn about marketing, advertising, and communications

Tuesday, November 13: *Graduation Reception* - Program certificates are presented to graduates

TO ENROLL IN THIS FREE INFORMATIVE PROGRAM, CONTACT:

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