

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.

## 2019 SMALL BUSINESS DEVELOPMENT ACADEMY

PRESENTED BY

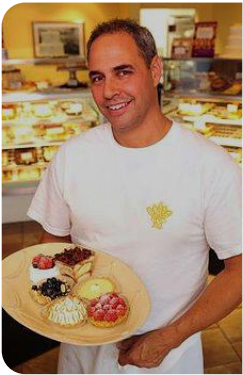


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**FEATURING KICKOFF SPEAKER:**

### John Barricelli – Owner, SoNo Baking Co.



A third-generation baker dating back to his great grandfather's panetteria in Brooklyn, NY, John Barricelli graduated from the prestigious Culinary Institute of America and went on to cook at such renowned New York City restaurants as The River Café and the Four Seasons Restaurant, as well as The Elms Restaurant & Tavern in Ridgefield. John's real passion and innate talent skewed more towards bread-making and the pastry arts, featured on Martha Stewart Living Omnimedia, and ultimately his own PBS show, "Every Day Baking." John shares his recipes and tales of growing up in a bakery family in his cookbooks, "The Seasonal Baker" and "The SoNo Baking Company Cookbook."

*Learn how with passion, focus on customer service, and commitment to quality and improvement, John has successfully sustained a business in a competitive category.*

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

Wednesday, October 2: *Kickoff* - Inspiration and valuable wisdom from our featured speaker, and more.  
Wednesday, October 9: *"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 15: *"Having a Plan"* - Learn the elements of a realistic and effective business plan.  
Wednesday, October 23: *"Getting the Money"* - Realize various ways and means of acquiring financing.  
Wednesday, October 30: *"Planning for a Profit"* - Discover the basics of bookkeeping, taxes and insurance.  
Wednesday, November 6: *"Attracting Customers"* - Learn about marketing, advertising, and communications.  
Wednesday, November 13: *Graduation Reception* - Program certificates are presented to all graduates.

**TO ENROLL IN THIS FREE INFORMATIVE PROGRAM, CONTACT:**

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203.866.2521 ▫ [info@norwalkchamberofcommerce.com](mailto:info@norwalkchamberofcommerce.com)