

2020 SMALL BUSINESS DEVELOPMENT ACADEMY

PRESENTED BY  **GREATER
NORWALK
CHAMBER**

SPONSORED BY  **TD Bank**

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:

Michele Stuart - Owner, Michele's Pies



Opening its doors in Norwalk in December of 2007, Michele's Pies is a gourmet pie shop serving handmade sweet and savory pies, an array of handmade cookies, tea breads, puff pastry, cheesecakes and other items. Michele's Pies has won a total of 33 first place awards at National Pie Championships—including the first at the 2007 National Pie Championships for her Chocolate Pecan Bourbon Pie.

Michele's earliest childhood memories center around her grandma's kitchen, where they would spend hours peeling fruit, crimping dough, creating glazes, and monitoring creations. When her grandmother passed away in 2006, the last thing she told her was, "Grandma, one day I am going to make your pies famous!" And to this day, it is the making of pies and interacting with customers that bring Michele her professional joy.

Learn how with passion, determination and commitment to quality, Michele successfully started and sustained a business in a very competitive category.

ALL SESSIONS WILL BE 6:00 - 7:30 P.M., VIA ZOOM.

Wednesday, October 28: *Kickoff* - Inspiration and valuable wisdom from our featured speaker, and more.

Wednesday, November 4: *"Setting It Up"* - Understand the various legal aspects pertaining to business formation and continuance, contracts, permits and more. Also, the basics of good credit, and how to enhance.

Wednesday, November 11: *"Having A Plan"* - Learn the essential elements of an effective business plan.

Wednesday, November 18: *"Getting the Money"* - Realize various ways and means of acquiring financing.

Tuesday, November 24: *"Planning for a Profit"* - Discover the basics of bookkeeping, taxes and insurance.

Wednesday, December 2: *"Attracting Customers"* - Learn about marketing, advertising, and communications.

Wednesday, December 9: *Graduation* - Program summary and review, resource guide, awarding of certificates (actual certificates will be sent by mail).

TO ENROLL IN THIS FREE INFORMATIVE PROGRAM, VISIT:

www.norwalkchamberofcommerce.com

Greater Norwalk Chamber of Commerce ◦ 101 East Avenue, Norwalk, CT