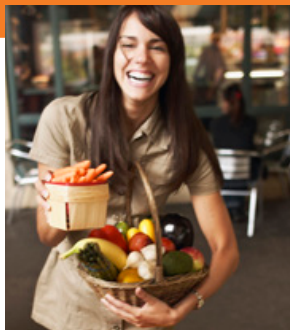


Thriving Local: Food Entrepreneurship Training

A business training series for growers, processors & purveyors of local food



This training series targets entrepreneurs who have started or are thinking about starting a food-related venture that is not tied to large-scale, commodity-style production or sales.

The materials are specifically designed for individuals who are pursuing innovative ideas and enhanced marketing opportunities within the local food eco-system. The 10-session series is delivered over 13 weeks via live, in-class instruction, lab sessions and one-on-one coaching.

Upon completion you will:

- Understand and develop a mission statement, goals and objectives
- Understand the planning process
- Identify and select a legal structure for your business
- Understand the concept of managing human resources
- Understand marketing issues and their day-to-day impact on company profitability
- Examine preliminary production potential
- Examine promotional tools and select the most effective mix for your business
- Gain an understanding of the basic uses of financial information
- Explore how budgets provide performance feedback for the business
- Learn tools used for financial statement analysis
- Gain information about different conventional and non-traditional sources of financing
- Illustrate realistic options and barriers for financing your business
- Recognize the pitfalls of unmanaged growth, and gain an understanding of managed growth
- Explore estate planning, succession issues and exit strategies
- Create a business plan to guide the launch and growth of your venture

One of the outcomes is to develop a business plan to guide the launch and growth of your business. Another aspect to this training is to assist you to develop your managerial, entrepreneurial and personal maturity skill sets. This process is proven and will enable you to become a proactive, skillful, well-informed entrepreneur.

Andrew Sell, Instructor

Andrew is a successful entrepreneur and co-founder of Gourmet Grassfed. Based in Oshkosh and distributing throughout the United States, Gourmet Grassfed seeks to answer the question of how to develop a thriving, national company with a local focus. Andrew is responsible for operations management, sales and marketing and market development. A tireless advocate for sustainable food systems, Andrew has worked personally with producers, processors, distributors, restaurants, educators and both Government and Non-Government Organizations to increase the availability of local food while streamlining and maximizing efficiencies in the supply chain.

Andrew is most passionate about connecting people with their innate skills and helping them discover and pursue their vocation. He lives on a small, bio-intensive farm outside of Omro with his talented graphic artist/homesteader wife Rebekah and their 4 children.



Session Outline and Information

Training Series Outline:

Session 1:	Take Stock of Your Resources	Session 8:	Reap the Benefits-Marketing Strategies
Session 2:	Basic Equipment Required: Planning & Research	Session 9:	Get Your Budgets in Line
Session 3:	The Legal Terrain	Session 10:	Analyze These: Cash Flow & Financial Statements
Session 4:	Manage from the Ground Up	Session 11:	Cultivate Your Money Resources
Session 5:	Business Plan Work Lab	Session 12:	Business Plan Work Lab
Session 6:	Plant it, Grow It, Market It!	Session 13:	Harvest Your Future
Session 7:	Business Plan Work Lab		

Spring/Summer 2015:

Thursdays, March 19th – June 11, 2015 6-9 pm
Farm Market Kitchen, 520 Parkway Street, Algoma

Seminar Registration Form

Register Online: www.nwtc.edu/erc

Course Title	Thriving Local: Food Entrepreneurship Training
Location	
Date(s)	
Course Fee	\$850

Complete the registration form - all information is required. Registration confirmations are sent to participants via email.

Participant Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Date of Birth: _____

Authorizing Signature: _____

Terms of Multiple Recipient Agreement: This agreement involves services provided by NWTC to participants from several organizations (Multiple Service Recipients) all participating in the same service. As a participant, it is the understanding of the above signed that he/she/they will receive the services stated above. The financial obligation for this addendum is the responsibility of the organization listed on the multiple recipient agreement and registration form.

Cancellations/Refunds: Cancellations must be received at least five business days prior to the course start date for refunds. Substitutions and transfers are accepted with prior notice and approval. Fees will be refunded in full, less applicable service fees on credit card payments, if course is cancelled for any reason.

Payment Options:

- Check Enclosed
- Purchase Order # _____
- Credit Card (MC, AMEX, Discover, VISA)

To protect credit card privacy, call
(920) 498-7124 for credit card transactions.
A 2.75% non-refundable service fee applies.



Register Online: www.nwtc.edu/erc