



Partners



Wealth & Institutional  
Management



Newtown Redevelopment Office  
Sarasota Enterprise Zone

06/2010

# CEO Small Business Training

The CEO 12 Week Small Business Training course offers participants essential information needed to start and run successful businesses.

Pricing, cash flow, employees, insurance, cash flow and so much more . . .

- **Find out** what kind of licenses you need, how to market your business, and why you need a business plan.
- **Learn** the research techniques behind identifying target markets, start assembling a marketing plan, develop financial projections using your marketing analysis *to determine the economic viability of your business.*
- **If you are already a business owner** who wants to reinforce business basics, you'll receive insights, reminders and tips to assist you in taking your business to the next level.

Weekly sessions are held Tuesdays from 6-9 p.m. at the Selby Newtown Goodwill so that they're convenient for you. Experienced instructors and local business professionals share their real-world experience and wisdom.

**12 Week Business Training Course**  
**Aug. 17 - Nov. 2, 2010 (Tuesdays 6-9 p.m.)**  
*Limited space, apply now*

Sponsored by



**To find out more, attend the Orientation Workshop**

6-7 p.m., Tuesday, Aug. 3, 2010

Newtown Selby Goodwill - 1781 Dr. Martin Luther King Jr. Way

The CEO Program developed as a goal of the Sarasota Enterprise Zone to support North Sarasota small businesses – both start-up and existing – to succeed.

A thriving business means more jobs, more opportunity and a healthier economy!

**For more information call the City of Sarasota, Newtown Redevelopment Office, 941-365.2200, ext. 3222.**