WOMAN ENTREPRENEUR TRAINING PROGRAM
Fall 2011
A Small Business Curriculum Designed for Women
Begins Saturday, September 10, 2011

Women entrepreneurs are changing the face of the American economy at a rapid pace and you can be a part of that growth! Whether you are deciding what type of business to start, writing a business plan or expanding your current business, this program can help you make better business decisions now and achieve your goals for the future.

According to Entrepreneur Magazine, March 2010:

- **Women** are on the brink of becoming the majority of the workforce, and they start businesses at twice the rate of their male counterparts.

- The Center for Women’s Business Research puts the current economic impact of women-owned firms at $3 trillion and reports that they employ 16% of all US workers.

- According to a recent study by Guardian Life Small Business Research Institute, women-led companies will account for as many as 5.5 million new U.S. jobs by 2018.

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St. Louis Community College –Meramec Campus
11333 Big Bend Rd
St. Louis, MO 63122
Communications South Room 211

Tuesdays: September 13 – November 29, 2010 (no class October 18); 6:30 – 9:30 pm; 11 sessions
Saturdays: September 10, October 8, November 12, December 3; 8 am – 1 pm; 4 sessions

You will build your Business Plan and learn:

- How to Hire, Train & Manage
- Finding Capital
- Financial Management
- Economic Influences & Trends
- Strategic Planning
- Market Research
- Branding & Promotions
- Social Media Plan
- Sales Skills & Networks
- Legal Issues & Structures
- Tax Requirements
- Asset Management

Register early! Enrollment for this program is limited.

Applications due by September 3, 2011
$495 fee includes all course materials
Woman Entrepreneur Instructor Biographies

Marcia Conaghan has a B.S. in Business Administration from UMSL, which she earned while working at The Seven-Up Company as a financial analyst. For 16 years, she owned and operated The Greeting Gallery, an independent retail shop, in the Clayton business district. Today, she owns Maroe Company, a consulting firm for small business owners specializing in identifying solutions, focus and priorities for reaching the next level. Marcia has expertise in the areas of team dynamics, communications, customer service, sales training and leadership development. Her background in finance and broad experience working for and consulting with small business owners has fostered a deep commitment to improving businesses and the lives of small business owners.

Susan Fuglsang has 20 years of experience in business planning and marketing. She earned her B.S. in Industrial Supervision/Engineering from Purdue University and her MBA from the University of Missouri-St. Louis. Susan has managed her own consulting firm, Garnier Consulting Services, since 2006. Garnier Consulting specializes in creating business and marketing plans for clients, as well as providing expertise in market research, brand management, corporate identity campaigns and product launches.

Cathy Sexton has experience in business management, training and optimizing productivity and employee performance. Her knowledge of systems and processes helps improve productivity and simplify life. During Cathy’s professional career, she has had the opportunity to provide accounting services, QuickBooks training and organizational management services to hundreds of small businesses and individuals. Cathy was recognized by the Fenton Chamber of Commerce as the Small Business of the Year in 2006, was nominated for Financial Services Champion of the Year in 2005 and 2006 and holds many specialized certifications. Cathy is also a graduate of the Woman Entrepreneur program.

**Tuesday Courses**

Week 1: Business Plan  
Tuesday, September 13  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 2: Business Plan  
Tuesday, September 20  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 3: Marketing/Advertising  
Tuesday, September 27  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 4: Marketing/Advertising  
Tuesday, October 4  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 5: Financial Management  
Tuesday, October 11  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Cathy Sexton

No class Tuesday, October 18

Week 6: Financial Management  
Tuesday, October 25  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Cathy Sexton

Week 7: Financial Management  
Tuesday, November 1  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Cathy Sexton

Week 8: Marketing/Advertising  
Tuesday, November 8  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 9: Marketing/Advertising  
Tuesday, November 15  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 10: Business Plan  
Tuesday, November 22  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

Week 11: Business Plan  
Tuesday, November 29  
Time: 6:30-9:30 pm  
Communications South Room 211, Instructor: Susan Fuglsang

**Saturday Workshops**

Saturday Workshop I: Keys to Business Success  
September 10  
8 am-1 pm*  
Communications South Room 211, Facilitator: Marcia Conaghan

Saturday Workshop II: Success from the Inside Out  
October 8  
8 am-1 pm*  
Communications South Room 211, Facilitator: Marcia Conaghan

Saturday Workshop III: Setting the Management Style of Your Company  
November 12  
8 am-1 pm*  
Communications South Room 211, Facilitator: Marcia Conaghan

Saturday Workshop IV: Starting Off on the Right Foot  
December 3  
8 am-1 pm*  
Communications South Room 211, Facilitator: Marcia Conaghan

*Bring a sack lunch and drink to the Saturday workshops.
Woman Entrepreneur Application
Applications are due by September 3, 2011

Name _______________________________________________________________ Date ___________________

Address _____________________________________________________________________________
Street ___________________________ City ___________________________ State ___________ Zip ______________

Home Phone ___________________________ Work/Cell Phone ________________________________

Unique Identification # or Social Security # ________________________________________________

Please register me for: 30912 BUSS:754-680

Make your check payable to St. Louis Community College and submit full payment at the time the application is submitted, or use your credit card.

Credit Card Name ___________________________ Number ___________________________ Expiration _____________

I UNDERSTAND THAT THE STAFF AND ASSOCIATES OF THE WOMAN ENTREPRENEUR PROGRAM WILL TAKE ALL NECESSARY STEPS TO PRESERVE THE CONFIDENTIALITY OF ANY PROPRIETARY INFORMATION DISCLOSED DURING THE PROGRAM. I WAIVE ALL CLAIMS AGAINST ST. LOUIS COMMUNITY COLLEGE PERSONNEL AND COUNSELORS ARISING FROM THIS PROGRAM.

___________________________________________________ Signature

Please answer the following questions (if needed, use a separate sheet of paper for questions 5 through 8) and return both pages with your payment to:

Woman Entrepreneur Program
St. Louis Community College – Continuing Education
11333 Big Bend Road
St. Louis, MO 63122-5720

1. Circle the type of business you will begin/continue:
Franchise purchase  Purchase of existing business  Business expansion  Start-up:Service – Manufacturing – Retail
Other _______________________

2. Will your business operation be full-time or part-time? (circle your answer)

3. Will your income be your primary source of income or secondary? (circle your answer)

4. Circle your highest grade completed.
High School  Some college  College  Advanced degree

Please list degree type and major or area of concentration: __________________________________________________________

5. Are you currently in business? If yes, for what length of time? ____________________________

Describe your business: ________________________________________________________________________________

6. If you are not currently in business, describe the business you want to start: ____________________________

________________________________________________________________________________________________________

7. What experience or qualities do you have to be successful in your business? ____________________________

________________________________________________________________________________________________________

8. What do you hope to learn by completing the Woman Entrepreneur training program? ____________________________

________________________________________________________________________________________________________

9. When do you want to retire? ________________________________________________________________

If you have any questions, please contact Marie Peters at 314-984-7707 or mpeters83@stlcc.edu
Non-Discrimination Statement:
St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. For information contact: Linda Nussbaum, Manager ACCESS Office, St. Louis Community College-Meramec, 11333 Big Bend Rd, Kirkwood, MO 63122-5720, (314) 984-7654.

Accommodations Statement:
St. Louis Community College is committed to providing access and reasonable accommodations for individuals with disabilities as addressed by the Americans with Disabilities Act and Section 504 of The Rehabilitation Act. If you have a disability and need an accommodation (for example, if you are deaf or hard-of-hearing and need an interpreter), please contact the Continuing Education office at least six weeks before the beginning of the class, or within two working days of the scheduled event. Documentation of disability may be required. Advance requests give the college time to ensure that accommodations and an ample supply of adaptive materials are available.

The Women Entrepreneur training program is a recipient of the American Association for Women in Community Colleges (AAWC) Model Program award.