WOMAN ENTREPRENEUR TRAINING PROGRAM
Fall Semester 2009
A Small Business Curriculum Designed for Women
Begins Saturday, September 12, 2009

Women entrepreneurs are changing the face of the American economy at a stunning speed. Nationwide, women-owned businesses have grown steadily over the last two decades. Nearly 8 million businesses in the United States (one of every 3 firms) are now owned and operated by women, and this number is growing at a phenomenal rate. In fact, estimates are that women-owned firms in the U.S. now provide jobs for 18.5 million people and generate sales of nearly $238 trillion annually. According to recent studies conducted by the U.S. Small Business Administration, the U.S. Census Bureau and the National Foundation for Women Business Owners, this trend is only expected to increase.

Below are several findings from these studies.

• Women constituted more than 51 percent of the American population and nearly 47 percent of the labor force in 2004.

• **10.1 million firms** are owned by women (50% or more), **employing more than 13 million people**, and generating **$1.9 trillion in sales** as of 2008.

• The largest shares of women-owned business receipts were in wholesale and retail trade and manufacturing in both 1997 and 2002.

• **According to 2002 data, significant proportions of women-owned businesses were in professional, scientific, and technical services, and in health care and social assistance.**

Employment growth in women-owned businesses exceeds the national average in nearly every region and major industry of the country.

(American Women's Economic Development Corporation, Stanford, CT; based on information gathered by the Small Business Administration and the National Foundation for Women Business Owners, 4/99)

**Classes held at Meramec**

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<th>Tuesday from 6:30 p.m- 9:30 p.m. 9/15 – 12/01, Room: BA 114</th>
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*You will learn:*
- Advertising / Promotions
- Finding Capital
- Tax Requirements
- Record Keeping
- Selecting Your Business Name
- Business Plan Development
- Finding Federal Contracts
- International Trade Opportunities
- Licensing Requirements
- Market Research
- Financial Management
- Legal Issues
- Business Management
- Economic Influences & Future Trends
- Eleven Rules for Success

*$399 fee includes all course materials*

*Enrollment for this program is limited, so register early! Applications due by September 9, 2009*
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 more than 16 years of experience in business planning and marketing. She earned her B.S. in Industrial Supervision/Engineering from Purdue University and her M.B.S. from the University of Missouri-St. Louis. Susan has managed her own consulting firm since 2006. Currently, she specializes in creating business and marketing plans for clients, as well as providing expertise in 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 has been 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.

### Courses

**Week 1 Business Plan**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 9/15  
Instructor: Susan Fuglsang

**Week 2 Business Plan**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 9/22  
Instructor: Susan Fuglsang

**Week 3 Marketing/Advertising**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 9/29  
Instructor: Susan Fuglsang

**Week 4 Marketing/Advertising**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 10/6  
Instructor: Susan Fuglsang

**Week 5 Financial Management**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 10/13  
Instructor: Cathy Sexton

**Week 6 Financial Management**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 10/27  
Instructor: Cathy Sexton

**Week 7 Financial Management**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 11/3  
Instructor: Cathy Sexton

**Week 8 Marketing/Advertising**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 11/10  
Instructor: Susan Fuglsang

**Week 9 Marketing/Advertising**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 11/17  
Instructor: Susan Fuglsang

**Week 10 Business Plan**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 11/24  
Instructor: Susan Fuglsang

**Week 11 Business Plan**  
Time: 6:30-9:30 p.m.  
Meramec campus, Tues, 12/1  
Instructor: Susan Fuglsang

### Workshops

**Facilitator: Marcia Conaghan**

**Saturday Workshop I**  
8 a.m.-1 p.m.* 9/12  
**Keys to Business Success!**  
Meramec campus, Room BA-114

**Saturday Workshop II**  
8 a.m.-1 p.m.* 10/17  
**Success from the Inside Out**  
Meramec campus, Room BA-114

**Saturday Workshop III**  
8 a.m.-1 p.m.* 11/14  
**Setting the Management Style of Your Company!**  
Meramec campus, Room BA-114

**Saturday Workshop IV**  
8 a.m.-1 p.m.* 12/5  
**Starting Off on the Right Foot!**  
Meramec campus, Room BA-114

*Bring a sack lunch to Saturday workshops; drinks will be provided.*
**Woman Entrepreneur Application**  
*Applications are due by September 9, 2009*

Name ____________________________________________________________  
Date __________________________

Address  
Street ____________________________  City ________________  State ____________________________  Zip ________________

Home Phone ____________________________  Work Phone ____________________________

Unique Identification No./Social Security No. ____________________________

Please register me for: 11172 BUSS:754-600

Please 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.

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<th>Credit Card Name</th>
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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 (use a separate sheet of paper for questions 5 through 8 if desired) 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. Please circle the type of business you will begin/continue:
   1. Franchise purchase  
   2. Purchase of existing business  
   3. Business expansion  
   4. Start-up; service – manufacturing – retail  
   5. Other

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

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

4. What was your highest grade completed? (please circle your answer)
   1. High School  
   2. Some college  
   3. College  
   4. Advanced degree
   (please list): __________________________________________________________

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

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 accomplish by completing the Woman Entrepreneur training program? __________________________________________________________

If you have any questions, please contact Heather Ellison at 314-984-7842 or hellison@stlcc.edu.