

# Indian Entrepreneurs' Training Workshop

Date: September 25, 2007

Location: Red Lion Inn, 1929 Fourth Street, Eureka, CA 95501

Time: 8:00 am to 5:00 pm

Each attendee will receive Burcell's book *The Indian Business Owner's Guides*, handout materials from the workshop, and training in the following areas:

**Guide One:**

- Developing a Marketing Plan
- Market Factors for Feasibility
- Sales Potential
- Defining Your Product
- Targeting Specific Market Segments
- Estimate Potential Sales
- Price Setting Tools
- And More!

**Guide Two:**

- Performing a Preliminary Feasibility Study
- What Is It and Why Should you Do Your Own?
- Formulating Your Business Idea or Concept
- Market Projections
- What Determines and Affects Feasibility?
- Financial Statements and Break Even Analysis
- Personnel Issues and Requirements

Morning refreshments and lunch will be provided.

Consultant Suzanne M. Burcell\*, Humboldt State University, will provide a training curriculum based on the 2005 edition of her book *The Indian Business Owner's Guides*. Indian Entrepreneurs and business owners and Small Business Development Center (SBDC) counselors will jointly participate in this day-long training developed to teach current and future business owners the steps to developing, growing, and expanding their businesses as well as connecting them to the services provided by the SBDC counselors. The overall goal of the workshop is to create a positive, beneficial working relationship between the two groups while optimizing available services and resources with the ultimate result of promoting growth in the Native American business community.



## Registration Form

Name: \_\_\_\_\_

Business/Rancheria: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- New Business Owner (0-1 yr.)
- Established Business Owner (2-5 yrs.)
- Would like to start a business

**Fax this form back to  
(530) 898-4734. For more  
information call (530) 898-4598.**

Suzanne Burcell\*, Director, American Indian Education, and Associate Director, Indian Economic & Community Development, Humboldt State University; Tribal Management Consultant.



The Center for Economic Development at CSU, Chico Research Foundation is a non-profit, 501(c)(3) economic development organization. For more information visit [www.csuchico.edu/cedp](http://www.csuchico.edu/cedp).

