

2017 Farm and Food Business Early-Career Entrepreneur Training Program

The purpose of the training program is to provide early-career farm and food business owners with skills and knowledge to become more effective and successful entrepreneurs. The program is intended for business owners, or employees that have some experience with running a business but are looking for some more formal training. **Anyone is welcome to participate, but registration is limited to 20 and priority will be given to those owning or working for a business with annual gross revenue of \$5000 or more.**

The course will be co-taught by UW-Extension Agriculture Agent, Jason Fischbach and guest instructors.

Instructors and Presenters include:

Jason Fischbach (UW-Extension);
Harold Vanselow;
Todd Bucher (Delta Diner);
Jon Hamilton (White Winter Winery),
Bill Bailey (Bailey's Greenhouses),
Rachel Armstrong (Farm Commons)
and other invited guests!

There will be assigned reading and homework with the program and participants should expect to spend 2-4 hours each week in addition to the class time. The cost for the program is \$75 and includes room fees, speaker charges, and printed materials.

Contact Jason Fischbach with questions.

Registration Deadline: Dec. 30
Registration Cost: \$75/person

Essential Knowledge For Early-Career Entrepreneurs

- Business models that work
- Writing a winning business plan
- Income statements
- Balance sheets
- Cash-flow projections
- Enterprise budgets
- Financing
- Pricing
- Building a brand
- Hiring employees
- Finding a market
- Making the pitch

Supporting the Agricultural Economy
of Ashland and Bayfield Counties



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2017 Farm and Food Business Early-Career Entrepreneur Training Program

Six Sessions
January 10—February 21
Mostly Tuesday Nights
5:30 – 8:30 pm



Providing business knowledge and skills
to early-career food and farm
business entrepreneurs.



Farm and Food Business Early-Career Entrepreneur Training Program

Mostly Tuesdays, January 10—February 21

5:30 – 8:30 pm

Bayfield County EOC & Northern Great Lakes Visitor Center (NGLVC)

January 10

Business Planning Bayfield County EOC

Participants will learn about the essential components of a business plan and how to put one together. Homework: read a real business plan and write a critique.

Topics: Defensibly unique value proposition, cost of production and pricing, market analysis, and business entity and structure

January 17

Business Accounting NGLVC

Participants will gain knowledge of the key financial statements of any business and learn how to read and interpret them. Homework: develop all four documents for their own business.

Topics: Enterprise budgets, cash flow projections, Income statements, and balance sheets.

January 31

Funding Your Business NGLVC

Participants will learn about the various sources of money and how to access them. They will also gain insight as to when and how to spend to grow the business. Real life examples will be presented. Homework: to be determined

Topics: When and how to spend, Loans and loan guarantees, Equity, and Crowd-sourcing.

February 7

Marketing and Sales NGLVC

Participants will learn from real life examples how to market and sell products. Homework: work on their five-minute presentation.

Topics: Building the brand, developing a target market and customer, and advertising and promotions

February 13 (Monday)

Interns and Employees NGLVC

Participants will learn what to do when they can no longer do it all and need to hire someone. Homework: participants will complete the paperwork necessary to hire an employee.

Topics: Employment law, How to hire your first employee, Workers compensation, and Employee safety.

February 21

Making the Pitch NGLVC

Each participant will develop and give a 5-minute presentation about their business. Participant business presentations.

Graduates of the course will schedule a 30 day and 120 day follow-up meeting with Jason to review progress on their business.

Cost: \$75/person

Registration Deadline: December 30, 2016

An EEO/Affirmative Action employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. Requests for reasonable accommodations for disabilities or limitations should be made prior to the date of the program or activity for which it is needed. Requests will be kept confidential.

Farm and Food Business Early-Career Entrepreneur Training Program

Please make checks payable to Bayfield County UW-Extension

Please Print the following:

Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

I currently own or work for a business with annual revenue of \$5,000 or more (circle one): YES NO
Optional: Gender _____ Race: _____ Ethnicity: _____

(For Civil Rights reporting purposes)

\$ _____