

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

For more information contact:

Scott J. Weiland  
Communications Director  
The Greater Scranton Chamber of Commerce  
570.342.7711  
sweiland@scrantonchamber.com  
www.scrantonchamber.com

### **Last Chance to Register for the Small Business Institute**

**SCRANTON, PA, January 23, 2007**—Do you want to learn how to transform your ideas and goals into a successful business or gain insight into how to successfully grow an existing business? January 26, 2007 is the last day to register for the Small Business Institute, sponsored by sponsored by Community Bank and Trust Co., Bold Gold Media Group, MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce. Back by popular demand, the Small Business Institute (SBI) is a proven successful venture, graduating more than 30 seasoned business leaders and new business entrepreneurs over the past year. Only 20 seats are available for the spring 2007 class, with a dedication to one-on-one knowledge-building and attention.

The SBI provides essential business planning knowledge for anyone with an existing business, a business idea, or simply the desire to become an entrepreneur. It is a 6-week training program featuring the Core Four business planning curriculum. The Core Four program, which has received the Presidential Award for Excellence, focuses on the four cores of business development: Success Planning, focusing on personal goals, ethics, and development issues; Market Planning, focusing on tools and strategies for transforming your dream into a reality of a market-driven business; Cash Flow Planning, presenting detailed strategies for preparing a cash flow projections, projecting sales, setting goals, and contingency planning, and; Operations Planning, focusing on key issues and strategies for having a legitimate business, complying with legal requirements, and operating effectively.

Classes start February 7, 2007 and are held every Wednesday through March 14, from 6:00 PM through 9:00 PM at the Scranton Enterprise Center in downtown Scranton. The registration fee is \$249 per person and the deadline for registrations is Friday, January 26. Space is extremely limited.

The SBI provides essential business planning knowledge for anyone with an existing business, a business idea, or simply the desire to become an entrepreneur. Owners of growing or changing businesses and potential borrowers should attend. Supervisors, managers and

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employees who would like to gain solid management training are also encouraged to apply. Graduates receive a certificate of completion, discounts on upcoming Institute sessions, training discounts from MetroAction and a 25 percent discount on a first-year membership in the Scranton Chamber.

To supplement the SBI, a Lunch & Learn seminar series is planned. This set of four additional seminars will be open to both SBI class members and the general public (individuals need not be part of the SBI class to attend). Some of the Lunch & Learn topics are: "Maximizing Tax Time," "Is Your Website Producing Results," and several others. The cost is \$35 per person and a bag lunch can be purchased for an additional \$10.

The deadline for registrations is January 26. To register for the SBI 6-week series or any of the four Lunch & Learn sessions, contact Christina Hitchcock at 570.342.7711 or at [chitchcock@scrantonchamber.com](mailto:chitchcock@scrantonchamber.com). Secure, online registration is available at [www.scrantonchamber.com](http://www.scrantonchamber.com).

MetroAction, Inc. is a non-profit community development organization that provides small business financing and training. Over the past nine years, MetroAction has provided more than \$2 million in small business loans to more than 140 businesses throughout northeastern Pennsylvania.

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