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Last Chance to Register for Strategic Planning Seminar

SCRANTON, PA, December 5, 2006— Feeling like your business has lost its direction? Are your present methods and systems not coping well with internal or external change? This is your last chance to register for the “Strategic Planning for Business Growth” Lunch & Learn seminar.

The seminar is Thursday, December 14, from noon through 2:00 PM at The University of Scranton, Brennan Hall in room 509. The registration fee is \$35 per person and a bag lunch may be purchased for an additional \$10. The deadline for registrations is December 5. Seating is limited!

Success in today’s business environment requires that a company’s leaders have the ability to create a vision of the organization’s future direction. Learn the positive value of strategic planning! This seminar will address:

- Developing/revamping your mission statement
- Assessing your organization’s SWOT
- Examining your organization’s philosophy and culture
- Using an environmental analysis as a tool to evaluate your organization’s future
- Key success factors: things an organization must do well in order to survive
- Utilizing benchmarking to measure your organization’s success
- Using “change” to your organization’s advantage
- DOING a strategic plan for your organization: the format, structure and set-up

“Strategic Planning for Business Growth” is sponsored by Fidelity Deposit and Discount Bank and Bold Gold Media Group. The Small Business Institute program is a collaborative effort of the University of Scranton Small Business Development Center and MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce.

The Small Business Institute Lunch & Learn seminar series features various topics that will keep businesses of all sizes competitive in today’s business environment. These seminars are open to all business owners and professionals. Bag lunches can be purchased for a small fee.

For more information on the Small Business Institute Lunch & Learn seminar series visit www.MetroAction.org or contact Christina Hitchcock, 570.342.7711, email chitchcock@scrantonchamber.com, or Gretchen Kukuchka, 570.941.7588, email kukuchkag2@scranton.edu. To register for this Small Business Institute

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Lunch & Learn seminar and other upcoming Chamber events, visit the new and secure online registration form at www.scrantonchamber.com.

The SBDC is part of a network of 18 SBDCs in Pennsylvania, and covers an 8-county area of northeastern Pennsylvania. It provides free and confidential management consulting services to help businesses develop the planning, management and financial skills necessary for business. Its one-on-one consulting programs provide practical, up-to-date business information including business plan development, home-based businesses, market research and public relations, among others. All consulting is provided free of charge by skilled professionals.

MetroAction, Inc. is a non-profit community development organization that provides small business financing and training. Their mission is to promote community growth by funding businesses supporting job creation and community stability. Over the past nine years, MetroAction has provided more than \$2 million to more than 140 businesses in Northeastern PA.

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