

FREE LOGGER BUSINESS WORKSHOPS

ATTEND ONE, TWO, OR ALL THREE

Attend the Business Planning Workshop if you:

- * wish to better plan your operations.
- * want to put your company on a more stable footing.
- * want to find & resolve problems before they escalate
- * are considering entering into the logging business.
- * are considering expansion into new markets.
- * are considering purchasing new equipment.

Attend the Marketing Workshop if you want to:

- * effectively market your products/services.
- * develop a company image/identity.
- * analyze your competition.
- * advertise effectively.
- * market on the Internet.
- * give customers what they *really* want.

Attend the Financing Workshop if you want to:

- * be more successful in obtaining financing.
- * get the “right” loan to fit the need.
- * understand the difference between profit and cash flow.
- * get tips on working with your banker.
- * understand when you should finance.
- * learn about other sources of financing.

Instructor: Raymond A. Belanger, Jr., MBA, CCCE

Upcoming workshops:

- ∞ Marketing Feb. 6, 2009 8 am - 12 pm
- ∞ Financing Feb. 13, 2009 8 am - 12 pm
- ∞ Business Planning Feb. 17, 2009 8 am - 12 pm
- ∞ Business Planning Mar. 13, 2009 8 am - 12 pm

All to be held at MWCC, 444 Green St., Gardner, MA

Refreshments will be served

***Pre-registration is required,
Space is limited, so register early!***



444 Green Street, Gardner, MA 01440-1000

College Web Site: www.mwcc.edu



FREE BUSINESS WORKSHOPS FOR LOGGERS

Improve the profitability, stability, and sustainability of your company

Find & resolve problems before they escalate

Increase your sales

Effectively evaluate potential for new markets & services

Improve your chances of getting loans

For more information, contact:

Rob Rizzo

Mount Wachusett Community College

444 Green Street

Gardner, MA 01440

978-630-9137

rrizzo@mwcc.mass.edu

***To pre-register (required)
complete form on reverse***



**Mount Wachusett
Community College**

444 Green Street, Gardner, MA 01440-1000

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**FREE LOGGER BUSINESS WORKSHOPS
REGISTRATION FORM**

Name & Address Home Work

Company _____

Tel: _____ Cell: _____

Email: _____

Date of Birth: _____

Has the student previously attended classes provided by
Mount Wachusett Community College? Yes ___ No ___

Please enroll me in the following workshop(s), all to be held at
MWCC, 444 Green Street, Gardner, MA:

- Marketing Feb. 6, 2009 8 am-12 pm
- Financing Feb. 13, 2009 8 am-12 pm
- Business Planning Feb. 17, 2009 8 am-12 pm
- Business Planning Mar. 13, 2009 8 am-12 pm

Refreshments will be served

To enroll additional people, please photocopy this form.

Mail to:

Anna Ruuska
Mount Wachusett Community College
444 Green Street
Gardner, MA 01440

Tel: 978-630-9334 Fax: 978-630-9537
Email: aruuska@mwcc.mass.edu



Pre-registration is required

MWCC seeks to provide equal educational and employment opportunities and does not discriminate on the basis of age, ancestry, color, creed, disability, genetic information, gender, marital status, race, religion, national origin, sexual orientation, veteran status, or any other protected classes.

If you have a disability and may require accommodations to participate fully in the program, please contact the program director to discuss your specific needs. In some cases, a two week notice may be necessary.

NO COST BUSINESS WORKSHOPS FOR LOGGERS

Per workshop: MA Foresters: 4 Credits in Category 2; MA Harvesters: 4 Credits; CT Harvesters: 1 CEU; SAF: 4 CFEs in Category 2

BUSINESS PLANNING—WHAT YOU WILL LEARN

- ⇒ Why bother with a business plan?
- ⇒ The role of planning
- ⇒ Keys to a successful planning process
- ⇒ Ten reasons to prepare a business plan

Receive six logger/forester business plan templates which you can customize for your own business.

MARKETING—WHAT YOU WILL LEARN

- ⇒ Overview of marketing
- ⇒ Traditional marketing definition
- ⇒ The P's of marketing
- ⇒ Market research
- ⇒ Research tools
- ⇒ Drawing industry conclusions
- ⇒ What do you sell?
- ⇒ Product/service features
- ⇒ Product/service benefits
- ⇒ Market analysis
- ⇒ Demographics/Psychographics
- ⇒ Why analyze the competition?
- ⇒ Developing a company image/identity
- ⇒ Customer service essentials
- ⇒ Pricing strategies
- ⇒ Public relations & networking
- ⇒ Elements of effective advertising
- ⇒ Marketing on the Internet

FINANCING—WHAT YOU WILL LEARN

- ⇒ Why do you need financing?
- ⇒ Fitting the loan to the need
- ⇒ The C's of credit
- ⇒ Leasing vs. purchasing
- ⇒ Other sources of financing
- ⇒ Tips for working with your banker

Attend free logger business workshops offered by Mount Wachusett Community College (MWCC) in partnership with the USDA Forest Service, Wood Education and Resource Center (WERC) and the Mass. Department of Conservation and Recreation.

Business Planning

A business plan can provide a comprehensive, detailed overview of all aspects of the business. The plan can be an operating tool for managing the business. It can provide the basis for financing proposals and the context for evaluating the impact of new markets and requirements for logging businesses, such as biomass and forest certification.

Marketing

Effective marketing is key to the success of any business. Thorough market research and analysis can lead to accurate and realistic sales forecasts and allow you to attract real customers who are willing and able to spend real money.

Financing

When seeking external financing for your logging business one of the most important items is a detailed outline of the loan or investment package – the “dollars and cents” of the proposed deal.

ABOUT THE INSTRUCTOR

As a Small Business Consultant and a Certified Credit Executive, Raymond Belanger offers over thirty years of progressive achievement in finance, credit, business development, marketing, management, and community relations. Ray has owned Fish Park Consulting for the past 23 years.

He is a Certified NxLevelL Entrepreneur Program Instructor, a Certified NxLevelL Business Start-ups Program Instructor, and a Certified NxLevelL Tilling the Soil of Opportunity Program Instructor.

Ray has worked with a number of loggers/foresters to develop comprehensive business plans for a wide range of uses including internal management, addressing generational transfer, expansion into new products/services, and seeking external financing.