



CITY OF DURHAM
Office of Public Affairs
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News Release

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NxLevel Business Workshops Offered for Small Business Owners and Entrepreneurs

\$199 Registration Fee; April 11th Registration Deadline

What: NxLevel™ Business Workshops for Small Business Owners and Entrepreneurs

Who: N.C. Small Business Technology and Development Center at North Carolina Central University, City of Durham Office of Economic and Workforce Development, and the City of Durham Small Business Advisory Committee

When: Six Consecutive Tuesdays - April 15, 22, 29 and May 6, 13, 20, 2014 from 9 a.m. to noon

Where: Historic Parrish Street Forum
108 West Parrish Street
Durham, N.C. 27701

Fast Facts:

- NxLevel Business Workshops are designed to help entrepreneurs learn the skills needed to create, develop and strengthen successful business ventures by providing practical, hands-on, common sense approaches to developing businesses.
- Workshop attendees will learn how to establish goals, objectives, and mission statements; analyze financial statements and prepare effective budgets; develop and execute marketing strategies and tactics; determine funding needs and identify sources of capital; formulate

and implement strategies for managing growth; and write and communicate detailed business plans.

- The cost to attend the workshop is \$199 per registrant. The fee includes the comprehensive text and workbook, enhanced business management and planning skills, and individual counseling and coaching.
- Seating is limited, so attendees should RSVP by noon on Friday, April 11, 2014 by visiting www.sbtcdc.org/nxlevel.
- For additional information about the workshop, contact Assistant Regional Director Mary Speight with the N.C. Small Business Technology and Development Center by phone at (919) 530-7386 or by email at mspeight@ncsu.edu.

About the N.C. Small Business Technology and Development Center at North Carolina Central University

Founded in September 1984, North Carolina's Small Business and Technology Development Center (SBTDC) is the business and technology extension service of the University of North Carolina which oversees the 16 constituent institutions of the University system. The SBTDC is administered by North Carolina State and operated in partnership with U.S. Small Business Administration. The SBTDC is committed to providing knowledge, education and other supportive resources that enable existing small and mid-sized businesses, emerging entrepreneurs and local/state leaders to innovate and succeed. Through the experience and skill of SBTDC staff across our statewide network of 16 university-affiliated offices, they are able to reach and serve a diverse client base and quickly support their changing needs. For more information, visit www.sbtcdc.org/nxlevel.

About the Office of Economic & Workforce Development

Guided by the City's Strategic Plan, the Office of Economic & Workforce Development helps ensure that Durham has a strong and diverse economy by increasing the city's tax base through several revitalization initiatives, including new development efforts in the central city area. The department also plans and promotes cultural awareness and events, identifies and recruits target industries as well as assesses and trains Durham residents to fill new jobs, while helping

to place job-ready individuals in jobs. For more information, visit
<http://www.DurhamEconomicDevelopment.org>.

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