

FROM HOBBY TO BUSINESS: Workshop series for entrepreneurs

The Center for Human Resource Development at the University of Southern Indiana will offer a series of workshops aimed at those who wish to turn their hobby into a full- or part-time business.

The dream of many would-be entrepreneurs is to slide seamlessly from their passionate, enjoyable pursuit of a hobby into the establishment and operation of a company based on their favorite pastime. But how do you turn that dream into reality? Whether your long term goal is to operate part-time or to launch a full-time business, this series will help you with the steps you need to take to make your dream a reality.

Each workshop will meet from 6 to 9 p.m. at USI. Registration is \$75 per workshop, or \$165 when registering for the complete series. To register, visit <https://www.usi.edu/extserv/ssl/regform.asp> or call 812/464-1989.

SMALL SCALE BUSINESS AND ENTREPRENEURSHIP

You don't know what you don't know, so how do you begin? Spend an evening with a panel of experts and leave with the beginnings of a business plan.

Date: Wednesday, March 21
Course No. ENT201

MARKETING STRATEGY AND SELLING FOR SMALL BUSINESS

Part of your business plan is reaching the right customers for your product. Learn about different options for getting the word out about your business and which outlets are best for you.

Date: Wednesday, April 4
Course No. ENT202

ENTREPRENURIAL FINANCE

Develop a financial model; prepare an income and cash flow statement; create a balance sheet; and calculate your break-even point. Start-up cost, monthly expenditure budgeting, and sales forecasting will also be covered.

Date: Wednesday, April 18
Course No. ENT203

