

Dear Potential ETP student:

March 2009

You are receiving this letter if you indicated an interest in receiving the registration materials for the Illinois SBDC Hull House Entrepreneurship Training Program (ETP), or recently attended one of our monthly small business training sessions. This 10-week class will walk through the steps to compile a business plan for a new or existing business, and this training marks the 21st consecutive year that this popular and important class has been offered by our organization. This letter provides information for the Spring 2009 ETP, which will be starting in mid-April. Please let us know whether you plan to participate, and send in your completed application as soon as possible.

An ETP class with the same curriculum will be offered at both a north and a south side location, so you can indicate on the registration form which site is most convenient for you. The north side class is sponsored by the SBDC office at Uptown Center Hull House, and the first session will be held on Tuesday, April 14 at 6:00 pm, with all sessions held at the Housing Resource Center at 4429 N. Clifton in Chicago. The south class is sponsored by the Hull House SBDC office at Parkway Community House and will begin on Wednesday, April 15 at 6:00 pm, with all sessions held at the University of Chicago's Arthur Kane Center at 6020 S. University Ave. in Chicago.

Both classes will run simultaneously and meet every week for a total of 10 sessions. Each of the 10 sessions will last approximately 2.5 hours. The north side class will run through June 16 and the south side class will end June 17.

The fee for the class is \$200. You can receive a 10% discount, or a fee of \$180, if you pay the total due by the first class session. If you would prefer a payment plan, this option will be worked out prior to or at the first class, although a minimum of \$40 is requested on or before the first day of class. If you register but wait to pay the \$40 deposit until the first class session, those that have registered and already paid the deposit will have first priority, so you may risk losing your spot if the class fills up quickly.

There are three important attachments included with this cover letter:

- a registration form (front and back) for you to complete and return
- a form describing payment options and our policy in more detail for you to complete and return, with a payment plan form (back), the details of which will be determined by discussion with you prior to or at the first class
- a summary of the ten class sessions, and a map (back) with parking information

No matter which site you choose to take the class, please return the registration form and the signed Payment Options and Policy form back to the Uptown Center address below, along with your deposit of \$40 or your full discounted payment, to reserve your space in the class. Please make sure to indicate on the registration form at which site (north, south, or either) you would like to take the class. Payment may be remitted by check or money order and made out to Uptown Center Hull House, or may be paid online through PayPal at www.hullhouse.org/store/index.php (go to "class registration").

We plan to limit enrollment to 20 at each site and then begin a waiting list, so please, return your application and payment as soon as possible. Once we receive your application we will contact you for a brief phone call to discuss your application and to answer any questions you may have. If you have any questions, please call Curtis at (773) 561-3500 x 215.

Sincerely,

Curtis Roeschley
SBDC Director
Uptown Center Hull House
4520 N. Beacon Street
Chicago, IL 60640
(773) 561-3500 x215

Kathleen Robbins
SBDC Director
Parkway Community House
500 E. 67th St.
Chicago, IL 60637
(773) 955-8027



Registration Date _____

Preferred Site South side only
 North side only
 Either, but _____ is best

ETP Registration Form

Name:		Work Phone: ()	
Name of your Business:		Home Phone: ()	
Title:		Fax Number: ()	
		E-Mail Address:	
Business Address:	City:	State:	Zip:
Home Address:	City:	State:	Zip:
Emergency contact name	Address	City/State/Zip	Phone

Section I. Personal Profile

Please check the response that best applies to your situation. All Information will be kept confidential.

1. **Gender** 1. Male 2. Female

2. **What is your age?** _____ years old

3. **What is your ethnic background?**

1. African American 3. Hispanic 5. Caucasian
 2. Asian American 4. Native American 6. Other (Specify): _____

4. **Which category best describes your formal years of education? (Check one.)**

1. Elementary/secondary school 4. Vocational/trade school graduate 7. A 4-year college graduate
 2. High school graduate 5. Some college 8. Post graduate college
 3. Some vocational/trade school 6. A 2-year college graduate

5. **Are you the primary income earner in your household?** 1. Yes 2. No

6. **What was your gross annual income last year from all sources?** Annual Income: \$ _____ .00

7. **What is your present occupation?** _____

8. **Have you previously owned/operated a business?** 1. Yes 2. No

Section II. Your Business Idea

1. **What is your business idea?** (Please briefly describe in one or two sentences)

Section II. Your Business Idea (continued)

2. Based on your business idea, how are you thinking about starting your business? (Check one.)

1. Home-based Business 3. Purchase a franchise 5. Purchase an existing business 7. Enter into a business partnership
 2. Expand part-time activity 4. Enter a family business 6. Start a business from scratch

3. Were any of your previous jobs related to your current business idea? 1. Yes 2. No

4. How soon do you want/plan to be in business? (Check one.)

1. 0-3 months 2. 3-6 months 3. 6-12 months 4. more than a year

5. What is the main activity of your proposed business? (Check one.)

1. Ag services 5. Catering-food service 9. Health Services 13. Restaurant/Bar 17. Wholesale/Distribution
 2. Ag production 6. Construction 10. Manufacturing 14. Retail/Merchandising 18. Other (Specify.): _____
 3. Arts/crafts 7. Consumer Services 11. Mechanical Repair 15. Transportation
 4. Assembly 8. Financial Services 12. Professional Services 16. Value-added processing (food products)

6. Why are you interested in starting a business? (Check all that apply.)

1. Want to be wealthy famous, or powerful 5. Couldn't find a suitable job 9. Bored or frustrated with current job 13. Want to work with family
 2. Stay at home to operate business 6. To have an outlet for unused energy 10. Want to follow the lead of someone I admire 14. Other (Specify.): _____
 3. Interested in specific business area 7. Want to be my own boss 11. Supplement farm income
 4. Want job security 8. Want financial security for self/family 12. Increase retirement income

Section III. Your Class Expectations

1. How did you learn about ETP? (Check one.)

1. Word of mouth 5. Chamber of Commerce 9. SBDC
 2. Newspaper Ad 6. SBA 10. Internet/ Website
 3. Radio 7. Information flyer/brochure 11. Other (Specify.): _____
 4. Television 8. Local sponsor mailing

2. Please list the top three (3) reasons for enrolling in the ETP course:

1. _____
2. _____
3. _____

3. Please list your top five (5) learning objectives for this course:

1. _____
2. _____
3. _____
4. _____
5. _____

Please mail this form with your \$40 deposit or full payment of \$180 before the first class) by check or money order to:

Uptown Center Hull House SBDC

Attn: Curt Roeschley

4520 N. Beacon St.

Chicago, IL 60640

Payment can also be made through PayPal at our website at www.hullhouse.org/store/index.php

Payment Options and Policy

Payment can be made by cash, check, or money order made payable to *Uptown Center Hull House*. There is also an option to pay online through PayPal on our website at www.hullhouse.org/store/index.php (go to “class registration”). Please choose the following payment option that works best for you for the Spring 2008 (\$200 basic fee) Entrepreneurship Training Program:

- \$180 payment if paid online, by check, or by money order before the first class
- I am remitting a \$40 deposit and will pay the balance of \$140 at the first class.
- I am only registering at this time but plan to pay the full \$180 at the first class session. I realize that without paying a deposit I risk losing a reserved space in the class
- I have remitted at least \$40 and understand a payment plan will be negotiated with Hull House staff at the first class session. I realize that the fee must be paid in full before the course is over.
- I am only registering at this time but plan to pay the \$40 at the first class session and negotiate a payment plan at the first class. I realize that the fee must be paid in full before the course is over and that without paying a deposit I risk losing a reserved space in the class.

Tuition and refund policy:

A deposit of at least \$40 is required to reserve a space in the class. At the current time each class is limited to 20 students and a space will be reserved once a deposit is received. Once 20 students are registered at a site, a waiting list will be compiled. If any openings become available between the start of the class and before the third class session, those on the waiting list will be notified in the order applications are received. The waiting list applicant can then decide if they still want to participate.

Students who withdraw may be granted a tuition refund on the following schedule:

- 1) Withdrawal prior to 24 hours before the first class session: any deposit or full payment is fully refundable.
- 2) Withdrawal within 24 hours after the second session:
 - Those who pay the full fee before the first class session are eligible for an 80% refund (\$144 for \$180 payment).
 - Those on a payment plan will not be refunded their initial deposit of \$40.
- 3) Withdrawal 24 hours after the second session: no additional pro-rated refunds will be issued to any student. Those on a payment plan are still responsible for making their payments as agreed upon with Hull House staff, even if they miss a class session.

- I agree to the payment option and Tuition and Refund policy indicated above

Name: _____ Date _____

Any student wishing to withdraw from the class should notify Curtis Roeschley at 773-561-3500 x215 (for the North class) or Kathleen Robbins at 773-955-8027 (for the South class) to confirm date and time of withdrawal, leaving a voice message if the person is not available.

Payment plan below will be settled at the first class session.

Date	Amount/Type	Staff Initial
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL: _____

Paid

I agree to the above payment plan as negotiated with the Hull House representative.

Name _____

Signature _____

Date _____

Illinois Small Business Development Center at Hull House
 Entrepreneurship Training Program-Spring 2009
 Session Outline
 Class Times: 6 – 8:30 pm

#	Date Tues.- North side	Date Wed.- South side	Main Topic	Sub-topic	Guest Speaker
1	4/14/09	4/15/09	The Business Plan	Sound Bite, Business Description, and Mission Statement	
2	4/21/09	4/22/09	Marketing Plan	Product/Service Description	
				Market Description	
3	4/28/09	4/29/09	Marketing Plan	Industry Description	
				Competition	
4	5/5/09	5/6/09	Marketing Plan	Pricing Strategy and B/E***	
5	5/12/09	5/13/09	Operational Plan	Description of Operations	
				Critical Risks	
				Insurance	Insurance Agent
6	5/19/09	5/20/09	Organizational Plan	Business Advisors	
				Legal Structure	Lawyer
				Organizational Structure	
				Management Team	
				Personal Credit	
7	5/25/09	5/26/09	Financial Plan***	Personal Financial Statement	
				Two Year Projected Income Statement	
8	6/2/09	6/3/09	Financial Plan***	Balance Sheet	
				Cash Flow Projections	
9	6/9/09	6/10/09	Financial Plan***	Purpose and Amount of Loan	SBA or ME Lender
10	6/16/09	6/17/09	Plan Integration	Objectives	
				Executive Summary	
				Appendix of Supporting Documents	
				Timeline	

***Bring handheld calculators
 Session order and content subject to change

Map and Parking Information for ETP Classes

SOUTH SIDE - Free parking is available after 4:00 for ETP students in the parking lot just south of the Arthur Kane Center at 6020 S. University Ave. The main entrance to the building has two sets of doors on the south side of the building. From the parking lot, students will have to enter through the **left** set of doors to sign in with a security guard who will have a roster of those registered for the class.



NORTH SIDE - Free parking is available in the parking lot just north of the Housing Resource Center at 4429 N. Clifton. Clifton is a one way street going north and is only accessible from Montrose Ave.

