

**2012 ENTREPRENEURSHIP FOR SINGLE PARENTS & MINORITIES (ESPM)
ESPM BUSINESS TRAINING PROGRAM DESCRIPTION**

ESPM Program announces **Free Business classes** which are open to the public on a nondiscriminatory basis. Classes are held for six consecutive **Saturdays from February 18 through March 17, 2012 from 10:00 a.m. - 1:00 p.m.** All classes will be held @ Pioneer Manor, 201-11th Street North, Fargo.

PURPOSE: Our mission is to encourage and empower low-income people, single parents, minorities and others to find a reason to improve themselves through non-traditional educational experiences in self-sufficiency and business creation. Our efforts culminate in stronger communities because they expand reciprocal awareness of participants and community.

SERVICES AVAILABLE: The ESPM Program offers a workshop style class that gives participants the knowledge and encouragement they need to get started in business. Each session covers a specific business topic, ranging from marketing to financing, taught by community business leaders, entrepreneurs, educators and economic development service providers who volunteer to speak about their particular area of expertise.

What sets this program apart from similar models is its recognition of the non-business related factors, which may hinder an entrepreneur's success. Motivational presentations, which focus on empowerment, networking, business etiquette and dressing for success, provide the tools needed for becoming successful as an entrepreneur. Working closely with other human service agencies, ESPM is committed to helping its clients become self-sufficient.

This program is made available through Fargo Housing Authority, Public Housing 2011 HUD Family ROSS grant and is sponsored in part by the Immigrant Development Center, and is also made available by many of our key note speakers and organizations.

COST: All services are **free of charge**

Contact information:

Joy Kipp, LSW, Program Manager
Dee Moser, Assistant Manager
201-11th Street N, Fargo, ND 58102
Phone: (701) 237-6355, Fax: (701) 237-6553
E-mail: joyk@702com.net
Website: www.selfsufficiencycenter.org

**2012 ENTREPRENEURSHIP FOR SINGLE PARENTS & MINORITIES (ESPM)
BUSINESS TRAINING PROGRAM**



ESPM Program announces Free Business classes which are open to the public on a nondiscriminatory basis. Classes are held for six consecutive Saturdays from February 19 through March 26 from 10:00 a.m. - 1:00 p.m. All classes will be held @ Pioneer Manor, 201-11th Street North, Fargo.

**KICK-OFF
Saturday, February 18, 2012**

Alan J Haut, Economic, Development Specialist,
Small Business Administration (SBA)

10:00 a.m. -12:00 p.m.

"THE BUSINESS PLAN"

- Outline of a Business Plan
- The Statement of Purpose
- Description of Business

12:00 p.m. to 1:00 p.m.

Joy Kipp, LSW, Program Manager

"ARE YOU ENTREPRENEURIAL MATERIAL?"

Saturday, February 25, 2012

10:00 a.m. - 1:00 p.m.

Jim Saueressig, Proprietor of Advertising Consultant
Agency

"Advertising"

Saturday, March 3, 2012

Donovan Wadholm, Fargo SBDC Regional Director

"Financial Data"

10:00 a.m. - 1:00 p.m. Review of Statements

- Income Projection
- Income Statement
- Balance Sheet
- Cash Flow Statement

"Financial Data Continued"

- Financial Analysis
- Break-Even Analysis

Saturday, March 10, 2012

Michelle Herrly, Assistant Vice President,
HumanResources, First International Bank,

10:00 a.m. – 12:00 p.m.

"Related Work Experience"

- Personal Management
- Personal History of Principal
- Management Assessment

12:15 p.m. – 1:00 p.m.

Tracy McFarlane, Certified Consumer Credit
Counselor

"Credit"

Saturday, March 17 2012

10:00 a.m. - 12:00 p.m;

"Goal Setting"

12:00 p.m. -1:00 p.m.

"Graduation Ceremony"

"Refreshments & Certificates Awarded"

Special Note: Speakers, topics and dates may vary. Classes may be postponed due to storm weather, if so; dates may be extended into April of 2012

2012 ESPM BUSINESS TRAINING REGISTRATION



REMARKS: Attn: Human Resource Case Manager(s)

Please make copies and hand out to each client. They need to register for ESPM classes by February 13, 2012!

Thank you!

**Joy Kipp, LSW
Program Manager**



All classes held at Pioneer Manor, 201-11th St. N, Fargo.

For further information contact Kerry Larson, Family ROSS Coordinator @ (701) 237-6355, Fax (701) 237-6553, E-mail KerryL@fargohousing.org or Fowzia Adde, Executive Director, Immigrant Development Center, 810 4th Avenue S. Suite 204, Moorhead, MN 56560, (218)284-8020, fowzia@idcfm.org or Joy Kipp, LSW, Program Manager, 201, 11th St. N, Fargo, ND 58102. Have clients keep top part for their information

Send in Registration % Joy Kipp, LSW, Program Manager, Pioneer Manor, 201 11th St. N, Fargo, 58102, Phone: 701-237-6355 Fax: 701-235-6553, E-mail Addresses: JoyK@702com.net

Please print:

Name _____

Referring Organization: _____

Address Street: _____

City: _____ State: _____ Zip: _____ Phone #: _____

Email: _____

Do you receive (please check)

Which Housing Authority (please check)

FARGO HOUSING _____ Public Housing ____ OR Section 8 _____

CASS COUNTY _____

CLAY COUNTY _____