

## Business Counseling

Confidential, private counseling services are available to address business issues.

Business Advisory Services available in:

*Financing and Loan Application*  
*Business Plans*  
*Marketing Plans*  
*Business Start-Up or Expansion*  
*Permitting and Licensing*  
*Regulation and Tax Compliance*  
*Employer and Human Resources Systems*  
*Accounting and Control Systems*  
*Business Acquisition or Sale*  
*Crisis Management and Reorganization*  
*Product Development*  
*Franchising*  
*Graphic Design*  
*Brand Development*  
*Sales Strategies*  
*Strategic Planning and Advertising Plans*  
*Business Plan Preparation*  
*Marketing*  
*Record-Keeping*  
*Financial Planning*  
*Loan Packaging*  
*Legal Referral Services*  
*Production*  
*General Management*  
*Special Expertise in Accounting and Manufacturing*

Counseling is by appointment, available in New London on Mondays, Norwich on Tuesdays and Mystic on Wednesdays. Every effort is made to accommodate those with urgent business problems. Call our administrative services at the Greater Mystic Chamber of Commerce at (860) 572-9578 to schedule counseling. The fee for counseling is \$75.00

per hour and \$50 for members of the Greater Mystic Chamber of Commerce. Because this is an advisory service, not a consulting engagement, billable time is relatively short, averaging less than eight hours for business start ups and three hours for existing businesses. Those who have reservations for counseling are requested to kindly call if they cannot attend.

## Peter Pappas, Director of MCCE

Peter has had a diverse industrial and retail career. He was principal of his own consulting business, working with manufacturing, retail and non-profit enterprises on marketing, accounting, finance and policy issues. He has been an Adjunct Professor of business at the University of Connecticut and Mitchell College. Trained as an engineer, he has designed and manufactured automotive sub-assemblies, books, electric motors, nuclear radiation measurement instruments and food products. As an entrepreneur, he has been the chief executive officer of several closely held retail and service businesses. He holds a B.S. in Industrial Management from Lowell Technological Institute (now UMASS, Lowell) and an M.B.A. from Northeastern University.

Participating Mitchell faculty members:

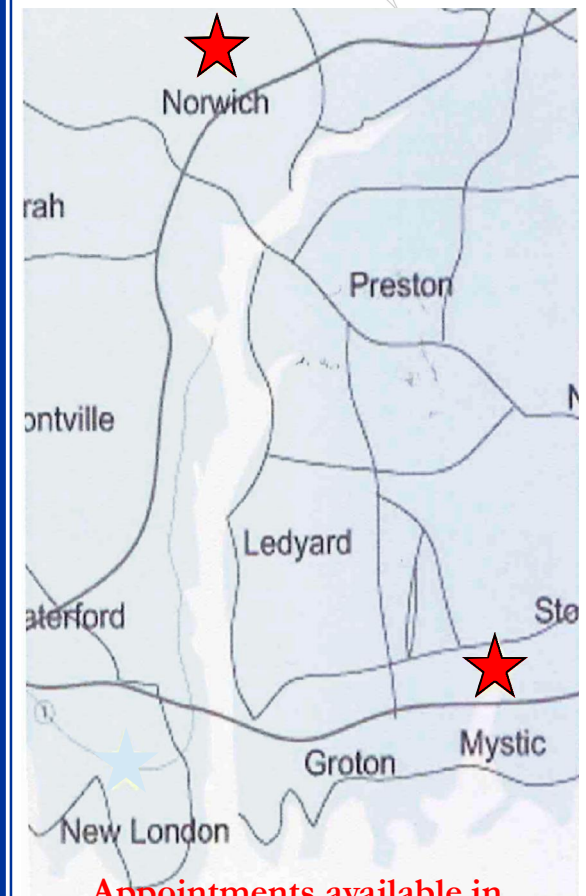
Don Benoit  
Paul Brindamour  
Laura Blake  
Armand Giroux



[www.mysticchamber.org](http://www.mysticchamber.org)



Administered by the  
Greater Mystic  
Chamber of Commerce  
(860) 572-9578



Appointments available in  
Norwich • Mystic

# Business Workshops Held at the Greater Mystic Chamber of Commerce

## 14 Holmes Street • Mystic, CT 06355

### Starting a Business in Connecticut

The essential facts for anyone considering starting a business. Topics include the traits, skills and resources necessary to be an entrepreneur, legal forms of business, taxes and regulations, accounting, insurance, how to obtain financing, and how to buy a business or franchise.

### Financing Alternatives for Small Business

**(Guest speaker Paul Brindamour)**

Discussion of the many traditional and non-traditional sources for business financing, the application for loans and the qualifications necessary to successfully obtain a business loan.

### Marketing for the Entrepreneur

A discussion of what the marketing process really is and how to design a marketing plan for your business. How to develop unique selling points to deliver compelling offers to a target market, provide outstanding customer service and outrun the competition.

### Small Business Accounting and Introduction to QuickBooks

A demonstration of basic accounting and of how QuickBooks handles common business transactions. So much more than bookkeeping, QuickBooks can help manage customers, vendors, assets and, most important, help develop strategy. QuickBooks Accounting will save more time than it takes!

### Creating and Executing the Business Plan

This workshop shows how to set up and achieve goals by using proven planning techniques. The process of planning throughout the business lifecycle is discussed. Attendees will be given planning and financial projection tools.

### Financial Management and Cash Flow

Cash is King! A business must end every day with enough cash to open the next day. This workshop will help a business owner understand cash management and budgeting. It will also include some simple ways to use data from the accounting system to make decisions that lead to increased profit and liquidity.

### Creating and Building a Brand (co-presenter from Mitchell)

Your brand can and should be one of your business's most valuable assets. This workshop shows how to build equity and put your brand to work for increased profit and growth. Creating a good brand name and protecting it will be covered.

**“The availability of a small business program in our area will help support a gap in entrepreneurial training. The Town receives many inquiries from citizens wanting business assistance at this level.”**

Barbara Strother, Economic Development Specialist,  
Town of Groton

**“This “new” regional center is actually a collaboration among many who have been working together in this area for years, but now in a more seamless, regional, and efficient way... and all are welcome to help. Because of Mitchell College’s leadership and resources, our existing strengths will be profoundly enhanced; I expect we’ll see unanticipated synergy in our work to support small businesses in the southeastern Connecticut region.”**

Paul Brindamour, MBA, Business Department,  
Mitchell College

To schedule a workshop or personal counseling session, call (860) 572-9578.  
\$25 per workshop and \$75 per hour for Business Advisory Services.