

THE WASHINGTON COUNTY MICROENTERPRISE ASSISTANCE PROGRAM (MAP) is administered by the Washington County Local Development Corporation.

The PROGRAM is open to ALL Washington County PROSPECTIVE ENTREPRENEURS and EXISTING COMMERCIAL ENTERPRISES in Washington County having ten or fewer employees.

THROUGH a COMBINATION OF CLASSROOM INSTRUCTION, low-cost financing, resource materials, a local support system, and hundreds of other MAP graduates, you will have the opportunity to acquire the skills and resources necessary to achieve your business goals. And, it's available right in your own back yard! Best of all, it's FREE to businesses located in Washington County.

Ask about our MAP Business Directory, a listing of over 100 graduates that have successful businesses right here in Washington County.

Watch for the AWith Pride from Washington County® logo; it's a symbol of quality, local products.

Interested in Starting Your Own Business,
But Confused about How to Get Started????

Interested in Enhancing Your Existing Business,
But Uncertain of Where to Seek Assistance????

The MAP can help!

Over 600 entrepreneurs have participated in the MAP since 1995. What do they say?

AThe course challenged me, taking me from really wanting to be in business, then frightening me, and in the end, giving me the confidence to go ahead.®

AAfter attending the MAP, we were amazed at how beneficial it was.®

AI would highly recommend (MAP) to anyone thinking about going into business.®

A(MAP) made me realize that I don't want to start my own business without being deadly serious about achieving success.®

AThe (MAP) helped us move to the next step.®

AThe program greatly exceeded my expectations.®

AIt presented a good cross-section of the challenges facing a small business.®

A(MAP) put me in the right frame of mind.®

AIt put context and structure around the business plan.®

**WANT TO START OR
EXPAND A
Small
Business?
WE CAN HELP!**

2009

**Washington County
MICROENTERPRISE
ASSISTANCE
PROGRAM**

Proudly Assisting Entrepreneurs Since 1995

MAP is Composed of 3 Parts:

1. SEMINAR SEQUENCE

MAP consists of ten weekly seminars given by experts in various fields, giving you the opportunity to develop valuable business skills through hands-on training that is designed to assist you to:

- Develop a Business Plan
- Understand Marketing and Advertising Basics
- Provide Outstanding Customer Service
- Determine Start-up Costs, Break Even Points and Pricing
- Navigate through Legal, Tax and Insurance Issues
- Set Up and Maintain Basic Bookkeeping
- Choose the Best Options for Financing

We meet on Monday evenings at the Washington County Municipal Center on Broadway (Route 4) in Fort Edward from 6:30 – 8:30 PM.

2. MICROENTERPRISE LOAN FUND

MAP provides an opportunity for financing through the MICROENTERPRISE LOAN FUND administered by the Washington County Local Development Corporation.

MAP "graduates" who complete the seminar and complete a business plan can apply for low-cost, flexible-term financing. In addition, the Washington County Local Development Corporation is available to assist with information on financing from other public and private resources.

3. TECHNICAL ASSISTANCE

You will also have access to a variety of business assistance materials including reference books, business plan manuals, video tapes, telephone books, continuing education catalogues, magazines, newspapers, and an Internet reference listing. And the WCLDC staff is always available to discuss your business ideas.

We can also direct you to other small business assistance programs sponsored by ACC, ARCC, Cooperative Extension, the Small Business Development Center, BOCES, SCORE, and neighboring counties.

FOR AN APPLICATION OR MORE INFORMATION ON THE MICROENTERPRISE ASSISTANCE PROGRAM, PLEASE CONTACT:

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Classes fill quickly, so register today!

2009 MAP Schedule

Spring Session: 3/16-6/1;
Applications are due by 2/16

Fall Session: 9/14 – 11/23;
Applications are due by 8/16

CLASSES will **NOT** be held on
4/13, 5/25 or 10/12

Please contact us if you're interested in MAP dates for 2010.

The WCLDC is an Equal Opportunity Lender, Provider and Employer.