

AN AWARD WINNING PROGRAM

The Side Street to Main Street Program has won a number of awards since its first program was held in 1997-1998.

The 1998 Middlesex County NAACP Business Award for the Side Street to Main Street Program was the first NAACP Business Award to a Chamber of Commerce in any state.

The U. S. Small Business Administration's Office of Advocacy honored the Side Street to Main Street Program with the Vision 2000 award as the State Model of Excellence for Minority Business Development.

In 2006, the Middlesex County NAACP's annual business award was renamed the Lawrence D. McHugh Business Award in recognition of Chamber President Larry McHugh's ongoing commitment to minority business development. The first recipients of the renamed award were:

- Aetna for their generous funding and support of the Side Street to Main Street Program.
- Jim Jackson and David Bohy of The Essex Group for designing and facilitating the Side Street to Main Street Program.

In 2007, The U. S. Small Business Administration presented its Connecticut Minority Small Business Champion Award to Jim Jackson for his work on the Side Street to Main Street Program.

In 2011, the Side Street to Main Street Program was presented with a **Celebrate CT!** Award by the Connecticut Economic Resource Center (CERC) along with a statement of recognition from Governor Dannel P. Malloy for commitment and service promoting economic development in the State of Connecticut.

In 2012, the Side Street to Main Street Program was again honored by the Middlesex County NAACP at their annual Membership and Freedom Fund Dinner and presented with a Community Service Award "In Gratitude for Providing Entrepreneurial and Business Development Course Designed to Assist Minority Small Business Owners in Middlesex County".



**Middlesex County
Chamber of Commerce**

393 Main Street

Middletown, CT 06457

(860) 347-6924

www.middlesexchamber.com

Four Essential Elements

Interpersonal Skills Much of what a successful entrepreneur accomplishes involves other people. To be effective in the continuous challenge of working with others, it is important to learn, understand and use interpersonal and sales skills effectively.

Attitude Development Attitudes are the basis of all behavior, so effective entrepreneurship begins with one's personal attitudes. Maximum benefit from skills development occurs when the person has internalized the skills and develops a positive, growth-oriented attitude.

Action Oriented Business Plan Leadership revolves around the process of providing direction to self and others. Each person sets specific, measurable goals for personal and professional development. The Plan is designed to help the individual determine the direction needed to achieve their personal and business goals. The Action Oriented Business Plan is a systematic approach to transforming knowledge into power and ideas into action.

Entrepreneur Facilitators This program is led by professionals – people who are already successful in their own businesses and work every day with a wide variety of successful businesses in Southern New England.

2016-2017 PROGRAM PRELIMINARY SCHEDULE

August 31, 2016

Wednesday evening from 7:00 – 10:30 p.m.

Mandatory Program Orientation Meeting. All applicants *must* attend to be considered for the program. Applications are filled out and submitted at this meeting. Applicants who are accepted for the program will be notified about two weeks before the first session begins.

October 4, 2016 - February 28, 2017

Tuesday evenings from 6:30 – 10:30 p.m.

A total of 16 weekly classes are held with scheduled breaks for the Thanksgiving, Christmas and New Year holidays.

March 21, 2017

6:30 – 8:00 p.m.

Program Graduation Ceremony

8:30 – 10:30 p.m.

First Quarterly Follow-up Session

June 20, 2017

6:30 – 10:30 p.m.

Second Quarterly Follow-up Session

September 19, 2017

6:30 – 10:30 p.m.

Final Quarterly Follow-up Session

Note: Scheduled dates are subject to change

HOMEWORK REQUIREMENTS

The program is an *intensive effort* for participants and homework is assigned each week for completion by the following session. The average participant can expect to spend from **10 to 12 hours every week outside of class** to complete their assignments.

Successful participants spend **2 to 3 hours each day** to complete the assignments on time and in a quality fashion. Owning and running a small business is a demanding undertaking. The program and its homework assignments mirror the effort it will take to run your business on a daily basis.

Scholarship provided by:

aetnaSM

Aetna, Inc.

SIDE STREET
TO
MAIN STREET



AN AWARD-WINNING
BUSINESS & LEADERSHIP
DEVELOPMENT PROGRAM

Sponsored by:



**Middlesex County
Chamber of Commerce**

Facilitated by:



Westbrook, CT

A Sampling of Skills & Topics Covered in the Program

Interpersonal & Business Skills

- Know and Understand Yourself
 - Behavioral Style
 - Motivators & Values
- The Role of Behavioral Style in Business
- Selling Skills
- Time Management
- Goal Setting for Success
- Financial Planning for Small Business
- Employment Law & Regulations

Attitude Development

- Importance of a Positive Attitude
- Developing Personal & Business Goals
- Positive Self-Affirmation
- Making Choices & Setting Priorities

Action Oriented Business Plan

- Executive Summary
- Industry Analysis
- Target Market and Competition
- Strategy & Risk Assessment
- Operations & Technology Plans
- Management & Organization Structure
- Development Goals & Milestones
- The Financials
- Your Exit Plan
- Useful Tips & Techniques

SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM

Aetna, the Middlesex County Chamber of Commerce, and THE ESSEX GROUP are proud to present the Side Street to Main Street Business and Leadership Development Program. This award winning program is designed to help **small, minority owned** businesses in our community become more successful.



“Helping Small Businesses Take A Prominent Spot On Main Street”

The program begins with 16 intensive weekly sessions to build skills and a formal business plan. Quarterly follow-up sessions reinforce the process so that participants meet with their expert business facilitators

over the course of a full year. Classes are held at the Chamber offices, 393 Main Street in Middletown.

The fee for this program is normally over \$5,000 per participant, but because Aetna, Inc. provides a generous grant, there is **no charge** for qualified participants. Since 1998, 235 minority business owners have graduated from the program.

IF YOU WOULD LIKE TO APPLY FOR PARTICIPATION, PLEASE CONTACT **JENNIFER DE KINE** AT THE MIDDLESEX COUNTY CHAMBER OF COMMERCE
 Phone: (860) 347-6924 Fax: (860) 346-1043
 Email: jennifer@middlesexchamber.com

The program roster fills quickly! Only 16 qualified applicants will be selected from each year’s waiting list in the order of their initial contact with the Chamber. Priority is given to Middlesex County residents, “Business Know-How” graduates and qualified applicants from prior years who did not make the program cut-off.

OVERVIEW

A successful entrepreneur combines the vision and curiosity of a dreamer with the practical engineering of a builder. A successful entrepreneur is goal directed. A successful entrepreneur is a leader in the community.

Developing an entrepreneur's leadership ability is significantly different from leadership training. In training, knowledge is transferred from one person to another. Development occurs when knowledge is internalized to create behavioral changes, expressed as positive, results-oriented attitudes that generate desired actions and results.

The award winning SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM is a pragmatic, structured, yet open-ended approach to development. It is designed to help people who haven't had formal business training to develop the attitudes, skills and qualities necessary for effective business success.

It is a process designed to engage people with similar interests in a program that finds their core competencies and builds on them to expand the scope and profitability of their business.

The program builds success by focusing simultaneously on business planning, personal leadership attributes, management & time mastery skills and excellence in sales & customer service.

Individually, each person reflects the behavior and attitude of a goal-directed leader. Collectively, they form a powerful force that reinforces the achievement of their personal and business goals.

FOR MORE INFORMATION ABOUT THE SIDE STREET TO MAIN STREET PROGRAM

YES! I'm interested! Tell me more.
 (Please return this form to the Middlesex County Chamber of Commerce)

Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Email: _____

Are you presently in business? _____

Name of Business: _____

Describe the products and/or services your business currently offers **or** those that the business you want to start will offer:
