



Side Street to Main Street Business and Leadership Development Program

A unique, award winning entrepreneurial business and leadership development Program for minority small business owners, in Middlesex County and beyond. With a focus on personal and business planning, and leadership, the Program **accepts only 16 qualified applicants each year** to assure maximum impact and effectiveness. The Program is funded by a generous grant from *Aetna Inc.*, and is facilitated by professionals from THE ESSEX GROUP.

The Program will begin its **record-setting 20th year in the fall of 2016**. To date, over **235** graduates have used what they learned to build success and reduce the risk of failure in both the business and personal aspects of their lives. A number of our graduates do have businesses located on Main Street!

Program Features

- **Applicants are accepted into the Program based on the following criteria:**
 1. Applications are accepted from minority applicants only.
 2. Applicants for the Program are qualified for acceptance based on information they provide on the application submitted on **Orientation night (last Wednesday evening of August)**
 3. Applicants whose residences and/or businesses are in Middlesex County are given preference.
 4. Applicants submitting qualified applications are accepted in the order of their placement on the applicants list as maintained by the Middlesex County Chamber of Commerce.

- **Program Content:**
 - Personal Behavior and Motivational Assessments
 - Personal Goal Setting and Achievement Techniques
 - Time Mastery Processes
 - Comprehensive Business Planning program with text/workbook
 - Sales Skills and Customer Service segments
 - Product and Services Pricing insights
 - Personal Dreams and Aspirations
 - Exit Planning
 - Business Plan Showcase
 - Much more!

- **Full Year Program:**
 - **Orientation Session and Application Submission (3-4 hours, last Wednesday evening of August) Must be present to apply for the Program**
 - 16 Weekly intensive classroom and homework sessions (3-4 hours per week beginning the **first Tuesday evening in October, ending in February**)
 - Program Graduation and follow-up working session #1 (**third Tuesday in March**)
 - Follow-up session #2 (**third Tuesday in June**)
 - Follow-up session #3 (**third Tuesday in September**)

Contact Jennifer at the Chamber to place your name on the Applicants' List for participation in the Fall 2016/Winter 2017 Class, or for more information: Email: jennifer@middlesexchamber.com or Telephone: 860-347-6924.

XXJDeK6/16