MIDDLESEX COUNTY CHAMBER OF COMMERCE'S
SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM

RE: MANDATORY PROGRAM ORIENTATION MEETING and APPLICATION SUBMISSION for
FALL 2013/WINTER 2014 SIDE STREET TO MAIN STREET
BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM CLASS XVII

DATE: THURSDAY, SEPTEMBER 5, 2013 TIME: 7.00 - 10.30 P.M.
WHERE: MIDDLESEX COUNTY CHAMBER OF COMMERCE, 393 Main Street, Middletown, CT 06457

The Middlesex County Chamber of Commerce is now accepting Applicants for the FALL 2013/WINTER 2014 SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM, CLASS 17, scheduled to begin on TUESDAY, OCTOBER 8, 2013 through FEBRUARY 11, 2013. ***To be eligible for participation, all Applicants must attend the MANDATORY PROGRAM ORIENTATION MEETING AND COMPLETE AN APPLICATION SUBMISSION which will be distributed at the meeting, on THURSDAY, SEPTEMBER 5, 2013.***

Now entering its 17th year, and fully funded by a Grant from Aetna, Inc., the Side Street to Main Street Business & Leadership Development Program is a **one year long** entrepreneurial and business development course, specifically designed to assist **"minority small business owners"** in the community, who have not had formal business training, to become more successful by developing the attitudes, skills and qualities necessary for effective business ownership and success, taking them from the "Side Street to the Main Street" of the business community.

Please confirm your attendance at the Mandatory Program Orientation Meeting by returning the response form below, to Jennifer at the Middlesex County Chamber of Commerce.

RETURN TO: JENNIFER FAX: 860-346-1043
Email: jennifer@middlesexchamber.com TEL: 860-347-6924

FALL 2013/WINTER 2014
SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM CLASS 17
MANDATORY PROGRAM ORIENTATION MEETING and APPLICATION SUBMISSION
Thursday, September 5, 2013 7:00 P.M.
Middlesex County Chamber of Commerce, 393 Main Street, Middletown, CT 06457
www.middlesexchamber.com

NAME_____

ADDRESS_____

TELEPHONE_____Email_____

___YES, I will attend the Fall 2013/Winter 2014 Side Street to Main Street Business and Leadership Development Program Class 17 Orientation Meeting on Thursday, September 5, 2013.

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Side Street to Main Street
Business and Leadership Development Program

A unique, award winning 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 17th year in the Fall of 2013**. To date, **200** 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 (first Thursday evening of September)**
  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 office

- **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, first Thursday evening of September).** ***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 2013/Winter 2014 Class, or for more information: Email: or Telephone: 860-347-6924.

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SIDE STREET TO MAIN STREET
BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM
Sponsored by: The Middlesex County Chamber of Commerce
Funded by: Aetna, Inc. ***Facilitated by: The Essex Group***

In 1996, there were very few minority owned businesses in Middlesex County. At the urging of the Middlesex County NAACP, the Middlesex County Chamber of Commerce created the Side Street to Main Street Business & Leadership Development Program, and sought the financial support of Aetna, Inc., who has generously funded and supported the Program ever since.

Now entering its 17th year, the Side Street to Main Street Business & Leadership Development Program, is a one year long entrepreneurial and business development course, with a rigorous curriculum, designed to assist ***minority small business owners*** in the community, who have not had formal business training, to become more successful by developing the attitudes, skills and qualities necessary for effective business ownership and success, taking them from the **Side Street to the Main Street** of the business community. Since the inception of the Program in 1997, over **200** people have graduated from the Side Street to Main Street Business & Leadership Development Program, and it has been a successful and effective way in which we have encouraged the development and growth of small, minority-owned businesses, which are now part of the central fabric of the Middlesex County business community.

Beginning with 16 facilitated, interactive 3 to 4 hour weekly work sessions, two hours of outside reading and written homework for each hour of the weekly group sessions, the Program is designed to build skills, explore the true entrepreneurial interests of each person, by producing a formal, compelling and operational version of their business and financial plans. Quarterly follow-up sessions reinforce the process so that participants meet with their expert business facilitators over the course of one full year.

Admission to the Program is competitive. Each Fall, new Applicants must attend a Mandatory 3-4 hour Program Orientation and complete a detailed Application. The top 16 qualified Applicants are admitted to the Program. Although open to any Connecticut minority business, priority is given to Middlesex County minority businesses.

Classes are held at the Chamber offices, 393 Main Street, 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.

Taught by The Essex Group Facilitator, JIM JACKSON, the Side Street to Main Street Business & Leadership Development Program has won a number of awards since its first Program began in 1997/1998.

The 1998 Middlesex County NAACP Business Award for the Side Street to Main Street Business & Leadership Development Program was the **first NAACP Business Award to any state Chamber of Commerce.**

The **U.S. Small Business Administration's Office of Advocacy** honored the Side Street to Main Street Business & Leadership Development 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 Middlesex County Chamber of Commerce President, Larry McHugh's ongoing commitment to minority business development. The first recipients of the renamed award were: **Aetna, Inc.** for their funding and support of the Side Street to Main Street Business & Leadership Development Program.
Jim Jackson and David Bohy of the Essex Group for designing and facilitating the Side Street to Main Street Business & Leadership Development Program.

In **2007**, the **U.S. Small Business Administration gave its Connecticut Minority Small Business Champion Award to Jim Jackson** for his work on the Side Street to Main Street Business & Leadership Development Program.

In **2011**, the Side Street to Main Street Business & Leadership Development Program was presented with a **Celebrate Connecticut! 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."

For more detailed information, Email: jennifer@middlesexchamber.com or telephone Jennifer 860-347-6924. **JDeK7/13**