

# Testimonials

## Recent participant

"I have been working with Gary Kirking for the last couple of months regarding my sole proprietorship bakery. My husband and I both attended his "Starting a Business" workshops 1 & 2 and found them to be very organized, well thought out and informative. His handouts were wonderful and allowed us to listen better instead of just trying to take notes and think later."

## Entrepreneur & recent participant

"My business took a turn recently and I needed to find a new location to work out of and Gary very quickly found me some options to check out, even met me at one of them to make the introduction! He has followed through on everything he has said he would do, check out, or help with, and follows through to get feedback on what I have learned when he has given me business owners to contact on my own."



**Gary L. Kirking**  
UW-Madison Division of Extension  
Juneau County  
Community Resource Development Agent

220 East State Street, Room 104  
Mauston, WI 53948  
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Kirking works with communities, organizations, and business and industry in the areas of strategic planning, business development, and staff development through customized training, technical assistance, strategic planning, and other services to assist companies in maintaining a competitive edge through creative problem solving of the challenges that they face in their day-to-day operations. Kirking has over 10 years of experience in banking and finance, along with being the Director of Marketing for a lending institution with a loan portfolio in excess of \$300 million. He has extensive experience working with over 500 companies in Western Wisconsin to enhance their business operations. In 1999, Governor Thompson honored Mr. Kirking for his entrepreneur and Rural Development work.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
JUNEAU COUNTY

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**Offers a collaborative program  
for the business self-starter.**

For questions regarding this program contact:  
glkirking@wisc.edu

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## Starting a Business/ Enhancing Your Existing Business Seminar Series



### Level I Session

(for Elroy, Wonevot, and Hillsboro areas)  
Monday, February 17, 2020  
Elroy Public Library

### Level I Session

(for Necedah, Mauston, New Lisbon,  
and Tomah areas)  
Monday, February 24, 2020  
Lynxx Networks, Camp Douglas

### Level II Session

(Next advanced class for both Level 1 locations)  
Monday, March 2, 2020  
Entrepreneur business site visit included!  
Location TBD based on attendees demographics and location

Social/Light Dinner 5:30-6:00 p.m.  
Program 6:00-9:00  
Individual \$15  
each additional person \$10  
Fee includes dinner, refreshments and  
program materials.

RSVP  
(608)847-9329  
glkirking@wisc.edu

## Introduction

Owning a business is the dream of many Americans...starting that business converts your dream into reality. But, there is a gap between your dream and reality that can only be filled with careful planning. As a business owner, you will need a plan to avoid pitfalls, to achieve your goals and to build a profitable business.

This workshop is a guide to help you prepare a comprehensive business plan and determine if your idea is feasible, to identify questions and problems you will face in converting your idea into reality and to prepare for starting your business.

Operating a successful small business will depend on: a practical plan with a solid foundation; dedication and willingness to sacrifice to reach your goal; technical skill; and, basic knowledge of management, finance, record keeping and market analysis.

As a new owner, you will need to master these skills and techniques if your business is to be successful.

## Learn

### I. Self Analysis

- A. Operating A Successful Small business.
- B. Personal Conditions
- C. Personal Skills and Experience

### II. Business

- A. Is Your Idea Feasible?
- B. Market Analysis
- C. Business Premises and Location
- D. Merchandise

### III. Legal Issues

- A. Name and Legal Structure
- B. Your Business and the Law
- C. Protecting Your Business
- D. Business Records

### IV. Finances

- A. Personal Financial Statements
- B. Start-Up Cost Estimates
- C. Expenses For One Month
- D. After Start-Up
- E. Estimated Cash Flow Forecast

### V. Additional Information

- A. Information Is Power
- B. Timeline for Starting A Business

## Who?

This workshop has been planned for individuals with some interest in starting or purchasing a small business.

It has an interactive format that lends an opportunity to get feedback from others.

*Participants are encouraged to bring business materials, other data, and lots of ideas to help make this a 'work'shop.*