



College of Business
University of Nevada, Reno

Nevada **SBDC**
SMALL BUSINESS DEVELOPMENT CENTER

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Start a Business or Grow One with NxLevel® and a lot of Experts

Fernley, NV – NxLevel business planning course is coming back to Fernley after launching the successful program back in 2010 to over 30 Fernley businesses. Western Nevada Development District has once again provided the funding for what has become the most popular and successful business planning course throughout countless Nevada communities. This award-winning program has provided the tools to start and grow a small business to more than 3,000 Nevadans. Business development is key to the economic growth of our State’s communities and the Nevada SBDC is excited to secure the funding for this region.

If you’ve had that idea, that dream, of owning your own business then now’s the time to move forward. Is it a good idea, and is there a market of people who will spend money on your product or service? NxLevel has multiple topics, when combined they will teach you to be a smarter business owner. If you don’t have a business plan NxLevel will guide you to get it in writing and plan for success. “Having no plan for your business is like building a house with no blueprints” said Kathy Carrico, NxLevel State Administrator. “We’ve been providing NxLevel throughout Nevada for fourteen years and it works for anyone willing to invest their time each week to work *on* their business and *on* their plan. Whether you want to start a business or grow an existing one, it’s one of the smartest decisions you can make.”

NxLevel runs about \$700 per person to provide, but with WNDD funding the only financial investment by attendees is \$95. “We spend \$125 per person for books” said Carrico. “It’s a rare opportunity for the folks of Fernley. We’ve done this in other Nevada communities, including Fernley, whose class had a record attendance of 33. We want to do that again, and see a large number of successes as we did the last time in this great community. The people of Fernley WANT good, solid business training, and NxLevel is top shelf.”

The Nevada SBDC has provided NxLevel classes in more than 22 locations statewide. The Fernley course begins Monday, June 3rd and will run for 13 consecutive Monday evenings from 6:00 – 9:00 PM, with a graduation on August 26th. The course will be held at the Fernley City Council Chambers at 595 Silver Lace Boulevard.

Kathy Halbardier, NxLevel instructor for the upcoming Fernley class, comes highly qualified. As a former entrepreneur herself, Kathy and her previous business partner started Tahoe Ridge Winery and Marketplace 20 years ago, growing the business into one of the most prestigious establishments in northern Nevada. Her experience as a business owner and business advisor makes her the ideal NxLevel facilitator to challenge the class to recognize their business strengths in helping them learn, grow and succeed. Kathy has taught the NxLevel course in a multitude of Nevada locations that include Fallon, Silver Springs, Virginia City, Ely, Eureka, Winnemucca and Reno.

The 39-hour course also provides weekly guest speakers relative to the following topics:

- Introduction, Overview and Entrepreneurship
- Planning and Research: Entrepreneurial Essentials
- Market Research
- Organizational Matters: Management and Legal Structure
- Marketing: Analysis and Understanding
- Marketing: Strategies, Tactics and Implementation
- Financial Overview: Books, Records & Controls
- Managing Your Money: Financial Planning and Budgets
- Managing Your Money: Developing and Using Cash Flow Projections
- Managing Your Money: Understanding and Using Your Financial Statements
- Financing Your Business: Sources of Money
- Green Business Opportunities: Environmental Solutions
- Your Business Future: Negotiating, Managing Growth and Plan Completion

Pre-registration is required for all NxLevel courses, and seating is limited. Course details and on-line registration are available at www.nsbdc.org and click Training Calendar. Phone calls can be directed locally to Leslieann Hayden from the City of Fernley 775/784-9851 or to the Nevada SBDC in Reno at 1-800-240-7094, or directly to Kathy Carrico, NxLevel Administrator for Nevada, at 775/784-6879.

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