Dear ANCA CPR Client,
Join expert-led workshops to apply strategic tools:

**Strategic Planning** with CITEC Business Solutions.

**Creating Mission & Vision**
*Thursday, May 5, 9:30-10:30 a.m.*
The right mission statement explains your company's purpose, both internally and externally, creating a vital compass to make sure your company does not get lost with activities that are distractions.

**SWOT Analysis**
*Thursday, May 12, 9:30-10:30 a.m.*
The Strengths, Weaknesses, Opportunities, and Threats matrix will uncover opportunities while helping you avoid pitfalls.

**Putting Your Plan to Use**
*Thursday, May 19, 9:30-10:30 a.m.*
Apply the strategic planning process to determine your needs and set up your next steps.

**Participatory Management** with the Cooperative Development Institute

**Planning for Growth** with the SUNY Canton Small Business Development Center

**Business Plan**
*Wednesday, May 4, 9:30-10:30 a.m.*
Develop, or update, a guide to achieve operational and financial objectives.

**The Research Network**
*Wednesday, May 11, 9:30-10:30 a.m.*
Use SBDC’s exclusive database library to study consumer spending habits.

**Marketing**
*Wednesday, May 18, 9:30-10:30 a.m.*
Refine your plan to make new audiences into customers.

Attend one, some, or all! Register with Program Navigator Olivia Dwyer at odwyer@adirondack.org or (518) 891-6200 ext. 118.