

**For immediate release
August 1, 2001**

Program for entrepreneurs to begin in September

NxLeveL, an entrepreneurial training program, will be presented in 12 sessions September 11 through November 27 at University of Southern Indiana and the Southern Indiana Education Center in Jasper.

NxLeveL for Entrepreneurs is designed to enhance entrepreneurial skills and assist participants in creating comprehensive business plans. The program's hands-on approach features networking opportunities with local business leaders; experienced business educators and guest speakers at each class session; a comprehensive textbook, workbook, and resource guide; and one-on-one business counseling and support.

Session topics will include:

- Overview and Entrepreneurship
- Business Planning and Research
- Management and Legal Structure
- Market Analysis
- Marketing Strategies and Implementation
- Financial Overview: Books, Records, and Controls
- Financial Planning, Budgets, and Assumptions
- Developing and Using Cash Flow Projections
- Using Financial Statements
- Financing Your Business: Alternative Sources of Money
- The Deal-making Process
- Managing Your Growth

Class sessions will be presented from 6:30 to 9:30 p.m. Tuesdays. The instructor will be on-site at USI one week and in Jasper the next, with the two sites linked via two-way video conferencing.

NxLeveL for Entrepreneurs is offered in southwestern Indiana by University of Southern Indiana, the Southern Indiana Rural Development Project, and Indiana University Southeast in conjunction with local sponsors.

The course fee, \$250, includes the textbook, workbook, and resource guide. A participant's spouse or business partner may enroll for \$100 (materials not included).

For more information, contact Mr. Larry Bohleber, manager of USI's Center for Human Resources Development, at 812/464-1854 or lbohlebe@usi.edu, or Dr. Nancy Kovanic, lead consultant for USI's Organizational and Professional Development Team, at 812/464-1879 or nkovanic@usi.edu. To register, contact USI Extended Services at 812/464-1989, 800/467-8600, or extserv@usi.edu.