

From the Bridgeport (CT) Chapter of SCORE

I would like to tell you a story.....A true story!!

About six months ago, I received a book from the author Stanley I. Simkins. It was entitled

Set Yourself FREE! How to Have a Thriving Small Business...And Enjoy It!

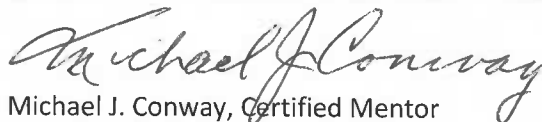
I read the book and found it to be very informative. As a member of the Bridgeport (CT) Chapter of SCORE, I am always looking for future workshop speakers. Our chapter offers some 30 workshops each year. Typically our workshops attract 20 to 30 attendees. When I read the book for the second time, I was convinced that Stan's story would be of interest to our public.

In January I called Stan and congratulated him on his book. I asked him if he would be willing to come to Fairfield County and do a workshop based on his book. Although he lives in the greater Albany, NY area he accepted my invitation. I booked a meeting room at the Fairfield Library for a May 9th workshop.

I am enclosing a copy of the workshop announcement. Note the Norwalk Chapter agreed to cosponsor the workshop. We began to send out blasts as well as snail mail in late May. More than 90 individuals registered to attend. Never before had we experienced such a significant response. Some 70 attended the workshop.

At the end of the presentation the library asked the attendees to complete a survey. The audience completed 46 surveys. One of the questions asked, "**Did this presentation meet or exceed your expectations.**" Answer: 42 said yes.

I suggest you read Stan's book. I think you will find your workshop attendees will meet or exceed their expectations.



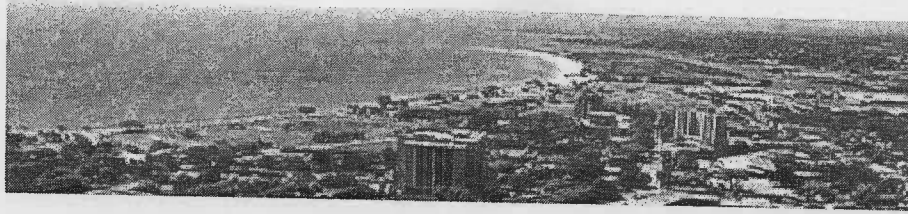
Michael J. Conway, Certified Mentor

(Encl)

If you have any questions, you can reach me at mjconway@hotmail.com

SCORE[®]

Counselors to America's Small Business



Small Business Workshop Series

Sponsored by the Greater Bridgeport and Norwalk Chapters of SCORE

ARE YOU GETTING ALL YOU CAN FROM YOUR BUSINESS?

Are You Running Your Business or is it Running You?

Date: *Wednesday, May 9, 2012*
Time: *7:00 p.m. – 8:00 p.m. (6:30 registration)*
Place: *Fairfield Library*
1080 Old Post Road, Fairfield, CT 06824

Are you stressed out...burning the candle at both ends...trying to meet the never-ending demands of your business while wanting some semblance of a personal life as well? You do not have to be a prisoner anymore. Thanks to Stan Simkins and his latest book entitled ...Set Yourself FREE...there is a way out of "the box."

A small business consultant and CPA—and a small business owner himself for more than 35 years—Stan quickly and powerfully shares a lifetime of learned wisdom. He will show you how to:

- Identify what is sabotaging your business
- Get out of the rut you're in, reduce stress and improve the quality of your life
- Develop the full potential of your business, increase its value and make more money
- Make your business work as hard for you as you work for your business

WORKSHOP PRESENTER:

Our speaker has been deeply involved with family businesses as a management consultant and financial advisor to hundreds of businesses including the founding of his own business. Stan is President of Management Advisory Group and Executive Director of the Capital Region Family Business Resource Center in Albany, New York. He was the Managing Partner of his own CPA firm that he formed in 1973 and sold in 1983. In 1980, Stan founded and served as President of a microcomputer software development company that he sold in 1986. During his four decade professional career, Stan also served as the Chief Financial Officer for a large import distribution company and Vice President of Operations for a multi-entity manufacturer. Stan will be happy to sign your copy of his latest book.

All programs are free and open to the public. Limited seating.

Register online at www.fairfieldpubliclibrary.org or call 203-256-3160

SCORE Counselors are men and women with successful business backgrounds. They volunteer their time to run workshops and help small businesses with free one-on-one counseling. To schedule a meeting with a SCORE Counselor email admin@scorect.org or call at (203) 450-9484.

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