A unique program for horse business owners

Tuesdays, February 5 - March 19 (seven weeks)
6:00pm – 9:00pm

Somerset County Extension Office
310 Milltown Road, Bridgewater, NJ 08807

and

Gloucester County Extension Office
1200 North Delsea Drive, Ste 1, Clayton, NJ 08312

$70.00 per person
Dinner and Companion workbook included.

Improve your business’s viability by writing a business plan! With the help of professionals in the equine industry, you will create an executive summary and business description, complete a business and industry profile, chart a production and operations plan, prepare a marketing, management, personnel and financial plan; and produce an enterprise budgeting plan by the end of the seven-week course. The course is offered by Dr. Carey Williams, Equine Extension Specialist, and Dr. Robin Brumfield, Farm Management Specialist, from Rutgers University.

For more information, please visit the Equine Science Center website esc.rutgers.edu or contact Laura Gladney gladney@njaes.rutgers.edu, 848-932-3229

Program

Feb 5: Introduction
Feb 12: Strategic Planning, SWOT Analysis
Feb 19: Production and Operations Plan
Feb 26: Marketing Plan
March 5: Management and Personnel Plan
March 12: Financial Plan
March 19: Graduation and Networking

Funding for the work reported here was provided by the USDA Sustainable Agriculture Research and Education Program and Rutgers Equine Science Center.
Equine Business Planning Course Registration

Please use only one form per person.

Name____________________________________________________________

Farm or Organization______________________________________________________

Address________________________________________________________________

City________________________________ State________ Zip______________

County_______________________________________________________________

Telephone (__________)__________________________________

Email______________________________________________________________

Please circle location:  Gloucester County Somerset County
Clayton, NJ Bridgewater, NJ

Registration costs $70 ($10 per session).

Light dinner and refreshments are provided: Please specify if you prefer vegetarian.
(☐ Vegetarian)

Make checks payable to: Rutgers, the State University
(Sorry, no credit cards accepted.)

Rutgers, the State University of New Jersey
84 Lipman Dr., 213E Bartlett Hall
New Brunswick, NJ 08901

Space is limited, so register early!

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