

# *Equine Business Planning Course*

*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](http://esc.rutgers.edu)  
or contact Laura Gladney  
[gladney@njaes.rutgers.edu](mailto: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



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# 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.)

Return registration form and fees to:  
**Carey A. Williams, Ph.D.**  
**Equine Extension Specialist**  
**Rutgers, the State University of New Jersey**  
**84 Lipman Dr., 213E Bartlett Hall**  
**New Brunswick, NJ 08901**

Space is limited, so register early!

## Program

*Feb 5:* Introduction

*March 5:* Management and Personnel Plan

*Feb 12:* Strategic Planning, SWOT Analysis

*March 12:* Financial Plan

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*Feb 26:* Marketing Plan