

FOR THE LIFE OF YOUR BUSINESS



## When

Wednesday, December 11, 2019 from 6:00 PM to 8:00 PM EST

 [Add to Calendar](#)

## Cost

\$25 in advance, \$30 at the door

*Cash or Check only accepted at the door*

## Instructor

Larry Ornstein, SCORE Mentor



Lawrence H. Ornstein retired as a Senior Vice President from Hess Corporation, a Fortune 100 Global Oil and Gas company headquartered in New York City, on December 31, 2014. He was also a member of the Hess Leadership Team and a "Top 8" SEC Reporting Executive up until June 30, 2013. Mr. Ornstein oversaw all finance and accounting functions, as well as budgeting, strategic planning, and M&A activities. He was also responsible for the Energy Risk & Performance Management group, the Global Process Excellence function, and was executive sponsor for Hess' Leadership Development and Mentoring programs.

## Where

Keiser University  
2085 Vista Parkway  
Room 105  
West Palm Beach, FL 33411

## 2 CPE Credits: Writing a Business Plan for Success - 12/11/2019 - C0224

**Recommended for 2 CPE Credits\***

[Register Now!](#)

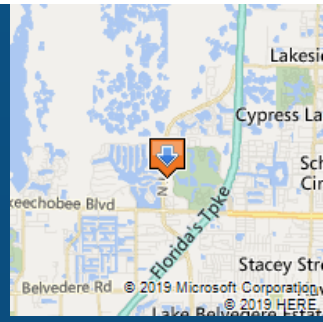
A step-by-step workshop that arms each participant with the fundamentals on how to write an effective and winning business plan. This is useful for anyone in the process of starting a new business or for someone who started a new business in the past couple years. It also discusses the importance of the Business Plan, how to tailor it to the audience it's being presented to, and how SCORE will assist you as you develop your plan through free one-on-one mentoring.

The workshop content will include such things as:

- Why do you need a business plan
- What your business plan needs to include
- The importance of the Executive Summary & what must be included
- Making the plan shorter & more dynamic
- Suggestions on developing the required financial projections & making them realistic
- The real truth about who reads business plans & how they evaluate them

Owning your own business is one of the classic American dreams; if you are committed to taking your new or existing venture to the next level, then having a winning Business Plan is essential, and this workshop will send you on your way to having a Plan tailored to your individual needs, and not one based on some generic template.

**Fee: \$25 in advance, \$30 at the door**



[Driving Directions](#)

#### Contact

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561-833-1672

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#### **\* A NASBA-Approved Group Live Session**

*Program Level - Basic*

*Recommended Field of Study - Business Management & Organization*

*No prerequisites or advance preparation necessary*

*SCORE/Palm Beach is registered with the National Association of*

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