



**Sensor Consortium: Consortium for Security and Medical Systems**  
**Department of Electrical and Computer Engineering**  
**College of Engineering and Applied Sciences, SUNY Stony Brook**

Sensor Consortium Seminar Series upcoming event!

**Business Planning Seminar**

By the Dynamic Duo **Edward Fritz** and **Gloria Glowacki**

***Small Business Development Center, Stony Brook***

Time: Friday, December 3, 2004, 1 pm

Place: Rm. 250 Light Engineering

**Edward Fritz, Center Director**, has been a manager for over 30 years in both municipal government and the financial community. He has also been a business professor at various Long Island colleges. Having served previously as Business Advisor at the Stony Brook Small Business Development Center, he is very knowledgeable of the role the Center plays in Long Island's economy.

**Gloria Glowacki, Certified Senior Business Advisor**, has over twenty years' business management experience in the publishing industry. Her entrepreneurial experiences led to a position as Vice President, Product Management at the McGraw-Hill Companies. Particular expertise in business plan development, marketing and sales as well as new product launches. Gloria has twice won the NYS Advisor of the Year Award.

*The seminar will cover the following topics:*

- **Statement of purpose:** the rationale for writing a business plan
- **Business designation:** what form will your business take? Pros and cons of various options
- **Company history / financials / mission / goals / location.**
- **Market niche:** what makes your business unique?
- **Selling product or service:** why would I buy from you?
- **Competition:** who are competing against?
- **Promotion:** the ways to promote your business
- **Management:** key personnel and their responsibilities
- **Operation:** facilities / equipment / personnel
- **Financial** projections and rationales

**Lunch will be served at 12:30 PM**

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