



NEWS RELEASE

Contact:

Juli Sinchak, Vice President,
Marketing and Sales Administration Manager
Salisbury Bank and Trust Company
5 Bissell Street, Lakeville, CT 06039
860.453.3495
jsinchak@salisburybank.com

FOR IMMEDIATE RELEASE**SALISBURY BANK PARTNERS WITH SCORE TO BRING YOU A FREE SEMINAR ON
CREATING A BUSINESS PLAN 101**

Lakeville, CT – October 24, 2018 Salisbury Bank and the Dutchess County Chapter of SCORE are joining together to offer a free seminar to discuss the steps in creating a Business Plan.

Simply put, a business plan is a written document that describes your business, its goals and how you intend to meet these goals. While this seems simple enough, creating a business plan may seem daunting to many new business owners. In this informative seminar, we will discuss the basics of creating a business plan, including:

- Why create a plan?
- What should be included?
- What is the value of a business plan?
- Why is it important to keep it simple?

By the end of the presentation all attendees will be provided with a SCORE business plan template to use in developing their own business plan.

Presenter Al Hechler has been a SCORE mentor for nearly 10 years. He is a retired IBM Project Executive with skills in project management, business planning and marketing.

Please join us on Thursday, November 8, 2018
5:30 p.m. – 7:00 p.m.
Salisbury Bank – Millerton Office
87 Main Street
Millerton, NY 12546

Reservations are suggested, but not required. To reserve a spot, contact Genia Wilson by calling 860.453.3496 or emailing at evwilson@salisburybank.com and type "Business Plan" in the subject line.

Salisbury Bank is a full-service community bank headquartered in Lakeville, Connecticut and presently operates full service branches in Canaan, Lakeville, Salisbury, and Sharon, Connecticut; Great Barrington, Sheffield, and South Egremont, Massachusetts; as well as Dover Plains, Fishkill, Millerton, New Paltz, Newburgh, Poughkeepsie, and Red Oaks Mill, New York. The Bank has been serving families and businesses for over 170 years and offers a full range of consumer and business banking products and services as well as trust and investment services.