



Press Release

FOR IMMEDIATE RELEASE

June 4, 2018

CONTACT

Chuck Holder, President

Phone: 484.638.3975

Email: chuck@chuckholder.com

READING'S ENTREPRENEURS' CONNECTION ANNOUNCES KAUFFMAN FASTTRAC® ENTREPRENEUR TRAINING PROGRAM

10-week program starts June 26; orientation meeting June 19

READING, PA - Individuals looking to start their own business take note: begin your self-employment journey the right way by enrolling in the Reading-based [Entrepreneurs' Connection](#) (EC) 10-week entrepreneurial training program.

EC is a Kauffman FastTrac® Affiliate. The highly regarded [FastTrac® program](#) begins on Tuesday, June 26, and will be led and facilitated by successful, long-term, local entrepreneurs and business owners.

An orientation for the FastTrac® summer session will be held from 6-8 p.m. on Tuesday, June 19 on the first floor of the Berkshire Hathaway building, 2213 Quarry Drive, West Lawn, PA 19609.

Classes will be held from 6-9 p.m. on Tuesdays, beginning June 26 through August 28, also in the Berkshire Hathaway building.

"Our EC members have successfully run their own businesses for years and we want to help others build businesses here in Southeast/South Central Pennsylvania," said Chuck Holder, EC's president. "Pennsylvania ranks 23rd out of the 25 'large states' in the country when it comes to start-up activity, and we aim to change that.

"There's nothing else like FastTrac® in the region. It's extremely comprehensive. In fact as they go through the program, participants will create a business plan that's detailed and professional enough to present to a bank's loan officer when looking for a business loan."

The fast-paced FastTrac® course consists of both online and offline instructional content that will arm participants with the resources and confidence needed to launch and/or grow their business. The program is geared toward those who want to build a solopreneur enterprise they can run from their home on up to a large, multi-employee company, and all types of businesses in between. Guest speakers share their specific areas of expertise throughout the 10-week program.

A fall session will run on Tuesdays from September 18 - November 20, with an orientation session to be held on Tuesday, September 11.

The EC FastTrac® course will cost participants \$1,500. EC also is seeking sponsorships from area businesses to support the program.

"We're hoping local and regional businesses and entrepreneurs will see the value in FastTrac® and provide funds so that we can continue to offer start-up business builders this fantastic course at an affordable price," Holder said. "I've run my own businesses for more than 30 years and, let me tell you, I wish something like FastTrac® existed for me when I started out. The mistakes I made in the beginning? I could have saved thousands of dollars if FastTrac® had been there to save me from making them!"

To learn more and register for the EC FastTrac® summer or fall 2018 programs, contact Rob Drummond, program director, at 260-602-2000 or at robdrummond@frostadvisors.com. You also can visit entrepreneursconnection.us. If interested in sponsoring the program, contact Holder at 484.638.3975 or at chuck@chuckholder.com.

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