

## **SBA Class Schedule - 2010**

The Small Business Administration offers almost 500 classes each year for business owners on a variety of topics in our Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco.

For more information, please contact Gary Marshall at (415) 744 6771.

Registration for all classes is available at [www.sbatraining.eventbrite.com](http://www.sbatraining.eventbrite.com)

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### **Intellectual Property Overview**

1/5

3:00 PM – 5:30 PM

Intellectual property management is a core business strategy issue that should be an integral part of every business plan. In this class, we will present a basic introduction to trademarks, copyrights, patents and trade secrets.

### **Free and Low Cost Resources for Your Business**

1/6

8:00 AM - 10:00 AM

Representatives from SBA, SCORE, the SF SBDC, the Renaissance Entrepreneurship Center, and the San Francisco Public Library Small Business Center will discuss the resources available.

### **Starting a Business in San Francisco**

1/6

10:30 AM - 12:00 PM

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

### **Financing Your Business**

1/6

1:00 PM - 3:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs.

### **Business Law Basics**

1/6

3:30 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. This class does not constitute legal advice.

### **Basic Bookkeeping, Part One**

1/7

1:00 PM - 4:00 PM

Topics include cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee. Presented by the SF SBDC.

### **From Kitchen to Market: Selling Your Specialty Foods**

1/11

2:30 PM - 5:30 PM

This class will focus on the planning and production process, contacts to help you get started, capitalization options, marketing strategies, the distribution network and more. \$30 registration fee. Sponsored by the SF SBDC.

### **The Effective Goal Setting & Motivation Workshop**

1/11

6:00 PM – 8:30 PM

Every wonder why so many people make resolutions at the beginning of the year and never keep them? Why some people can actually lose weight or gain new employment? They set attainable goals – and reach them! In this interactive, PowerPoint based workshop, you will learn how to address and resolve issues like procrastination, lack of focus, and weak motivations which are known to create barriers which prevent people from reaching their goals.

### **Building Marketing Awareness and Driving Sales**

1/12

9:00 AM–1:00 PM

Understand the fundamentals of marketing strategy and how good market planning can have a meaningful impact on your business. Learn how to develop a valuable and cost-effective marketing plan, execute the plan, and measure its effectiveness. We cover vital topics such as pricing, branding, promotion, internet marketing, positioning and strategy, lead tracking. Presented by SF SCORE. Registration fee: \$35.

### **Small Business Taxes**

1/12

3:00 PM-5:00 PM

Save money on your taxes by learning the IRS rules and regulations that apply to small-business owners, and ask your tax questions in this informative, interactive, live seminar covering tax deductions, incorporations, LLC, and commonly used tax strategies. Presented by SF SCORE. Registration fee: \$20.

### **Selling in a Down Turn**

1/12

6:00 PM - 8:30 PM

Selling success today requires special skills. Your usual buyers are stripped of all budget decisions and budgets are with the executives and not middle managers. Learn the steps to sell to executives, quantify your benefits, and create urgency. Winning is very possible when you learn these strategies and tactics.

### **Marketing Planning 101 – Step by Step Instructions for Creating a Low Budget Marketing Plan**

1/13

6:00 PM – 9:00 PM

Are you at a loss when it comes to marketing? Do you simply avoid marketing because you just don't understand where to start? Do you think you just can't afford it? It is a very common phenomenon for small business owners to not have a marketing plan. The daily activities of running a business and the financial constraints often make it challenging to develop such a plan. This class will teach you all the marketing basics you need in order to develop your low budget marketing plan and help you increase your bottom line. At the end of this class you will understand the marketing basics relevant for small businesses and you will have an outline for developing your own marketing plan.

### **Basic Bookkeeping, Part Two**

1/14

1:00 PM - 4:00 PM

We'll cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

### **Selling Savvy, Sell Smarter Not Harder!**

1/14

6:00 PM - 8:30 PM

Come to this workshop and learn tips and techniques from a seasoned veteran in sales and marketing. Find out how the professional salesperson uses positioning, network, referrals and cold calling for success. \$25 Registration Fee. Presented by the SF SBDC.

### **Marketing Research - Discover Your Niche**

1/19

1:00 PM - 3:00 PM

As a startup business owner, you can market your business more effectively the more you know about the customer you are targeting. Topics include finding the customer's key characteristics, understanding why they would buy, and determining your competitive advantage.

### **Maintaining Tax Records**

1/19

3:00 PM- 5:00 PM

Learn the money-saving tax strategies of the pros, in this fun interactive course, and how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with on-line banking and QuickBooks. Presented by SF SCORE. Registration fee: \$20.

### **Business Exits – the Good, Bad, and Ugly**

1/19

6:00 PM - 8:30 PM

Learn from real-life stories of business owners that have been through successful and unsuccessful exits. Actual video interviews illustrate key opportunities and challenges you will face when selling or transferring your business, including related financial, estate and tax issues.

### **Secrets to Buying a Business or Franchise**

1/19

6:00 PM–8:30 PM

Learn how to reduce your risk and improve your chances of success in buying a franchise or an existing business. Topics include Options for Financing; Choosing an Existing Business versus a Franchise; Where to Find a Business or Franchise; Working with Brokers. Presented by SF SCORE. Registration fee: \$20.

### **Employee or Independent Contractor?**

1/20

9:00 AM – 12:00 PM

EDD representatives will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes.

### **How to Deal with Difficult People**

1/20

6:00 PM - 8:30 PM

What is the cost to your business when you are submerged in conflict, dealing with difficult people? This workshop will examine the reasons why conflict exists and tools you can use to align yourself for so you can reduce conflict and create opportunity. Group and individual activities will be incorporated as exercises throughout the workshop.

### **Basic Bookkeeping, Part Three**

1/21

1:00 PM - 4:00 PM

Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

### **Maximize Your Web Site Traffic and Sales**

1/21

6:00 PM - 9:00 PM

In this class, learn to ensure the highest placement on search engines; how to use Web analytics to keep your customers on your site; and how to convert site visitors into paying customers. Presented by the SF SBDC. Registration fee \$35 in advance, \$40 at the door.

### **How to Build a Fearless Brand: How Your Brand Can Help You Sell**

1/21

6:00 PM - 8:30 PM

This highly interactive workshop gives you new tools that will teach you to sell (and market) more effectively. Learn new ways to differentiate your business from the competition; your business's strengths and unique value (that you might be overlooking); identify your ideal clients and learn what they really need; segment your market to make prospecting and selling more efficient; create a powerful selling message that speaks to the head and the heart. While this class can be helpful to any entrepreneur building a brand, owners of service firms and consultants are particularly encouraged to attend.

### **How to Start and Manage a Small Business**

1/25

8:30 AM–5:00 PM

This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and six experts guide you through the basics of Business Plans, Accounting, Legal Structures, Sales & Marketing, and Financing. Presented by SF SCORE. Registration fee: \$50.

### **Restaurant Series: Checklist for Starting a Restaurant**

1/25

6:00 PM – 8:30 PM

We'll discuss the specifics of opening and running a successful restaurant. Topics will include business plans, food and beverage vendors, market research, location, pricing strategies and operating plans. \$30 registration fee. Presented by the SF SBDC.

### **Where to Go When the Banks Say NO!**

1/25

6:00 PM - 8:30 PM

Learn about alternative financing programs such as receivables financing (factoring) and purchase order funding, and how these can provide you with a practical and viable solution to generate immediate cash for your business.

### **Corporations and LLCs Offer Different Options**

1/26

3:00 PM - 5:00 PM

Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity including medical insurance plans, compensation strategies for tax planning, records management, and banking. Presented by SF SCORE, (415) 744 6827. Registration fee: \$20.

### **Designing your Business for Easy Growth**

1/26

6:00 PM - 8:30 PM

At the core of every business are the Business Processes, the HOW of how your business actually works. Everything you do in your business is part of a process from sales, to customer service and managing your cash flow. Combined together, your Business Process become the Framework of your company. A strong, flexible framework will allow your company to grow faster with less pain. In this course you will learn ten easy steps for developing your Processes and putting them into a framework based on your business.

### **Federal and State Basics of Payroll Tax**

1/27

9:00 AM - 3:00 PM

This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

### **Fashion Industry Workshop Series**

1/27

6:00 PM - 8:30 PM

This series of workshops is targeted at apparel and accessory business owners. Presented by Fashion Business Inc., registration is \$30 per class at [www.fashionbizinc.org](http://www.fashionbizinc.org)

### **The Fundamentals of Selling**

1/27

6:00 PM - 8:30 PM

This class is designed to provide a high level education on sales tactics and strategies. Topics include; identification of your target market and respective value proposition, the elevator pitch, competitive positioning and tactics, qualifying opportunities, and handling negotiations.

### **SBA Certification Workshop**

1/28

10:00 AM - 12:00 PM

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program.

### **QuickBooks Introduction**

1/28

1:00 PM – 5:30 PM

This overview will discuss setting-up, updating and running financial reports, and efficient procedures for entering your accounting data. This is a hands-on workshop. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that workshop. \$60 Registration fee. Presented by the SF SBDC.

### **Food Safety Certification**

2/1

8:30 AM - 5:00 PM

State law requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. Certification is mandatory and re-certification is required every three years. Registration and information is available at [www.ggra.org](http://www.ggra.org)

### **Restaurant Series: Understanding Food Costs/Menu Engineering**

2/1

6:00 PM - 8:30 PM

We'll look at menu design and methods to highlight the most profitable items and a costing package that you can immediately apply to your business. \$30 Registration Fee. Presented by the SF SBDC.

### **Integrated Sales and Marketing Excellence**

2/1

6:00 PM - 8:30 PM

Marketing's job is to bring in the prospects. Sales' job is to close the deal and book revenues. This class teaches you how to implement an integrated sales and marketing system that work together to produce results. Learn the quantitative marketing and sales methods that work in a down turn.

### **Step-By-Step Business Planning**

2/2

8:30 AM - 4:30 PM

Understand the process of developing a functioning plan to grow your business and which can also be used to support a request for financing. Operational and strategic planning is covered with emphasis on finance and marketing. \$50 registration fee. Presented by the SF SBDC.

### **Small Business Taxes**

2/2

3:00 PM-5:00 PM

Save money on your taxes by learning the IRS rules and regulations that apply to small-business owners, and ask your tax questions in this informative, interactive, live seminar covering tax deductions, incorporations, LLC, and commonly used tax strategies. Presented by SF SCORE. Registration fee: \$20.

### **What You Need to Know About the Mobile Web**

2/2

6:00 PM – 7:30 PM

Mobile Web use is exploding! Blackberries, iPhones, and other always-online devices are everywhere. Discover what you need to know about this exciting new medium. You'll learn: critical factors your website must have; avoidable pitfalls that send customers running; understanding the vast sea of handheld devices; tremendous mobile marketing opportunities; and low cost ways to get started now.

### **Free and Low Cost Resources for Your Business**

2/3

8:00 AM - 10:00 AM

Representatives from SBA, SCORE, the SF SBDC, the Renaissance Entrepreneurship Center, and the San Francisco Public Library Small Business Center will discuss the resources available.

### **Starting a Business in San Francisco**

2/3

10:30 AM - 12:00 PM

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

### **Financing Your Business**

2/3

1:00 PM - 3:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs.

### **Business Law Basics**

2/3

3:30 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. This class does not constitute legal advice.

### **Get More Clients in the Next 30 Days Than You Did In the Past 90**

2/3

6:00 PM - 8:30 PM

Learn the basics of how to market your service business; how it differs from marketing products, why it is important to have a niche, how to create a compelling message about your services and various ways to achieve the critical function of networking and following up.

### **Basic Bookkeeping, Part One**

2/4

1:00 PM - 4:00 PM

Topics include cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee. Presented by the SF SBDC.

### **Running and Operating a Green Business**

2/4

6:00 PM - 9:00 PM

Want to learn easy ways to improve your brand image, identify new markets, lower operating costs, and help the planet? This class teaches you how to be a green business and gives you simple steps to implement right away. Learn how to get certified for free by the Bay Area Green Business Program and find the resources you need for your business. \$20 registration fee. Presented by the SF SBDC.

### **Restaurant Series: Ten Proven Techniques for Restaurant Marketing and PR**

2/8

2:30 PM – 4:30 PM

Learn 10 must-have tricks of the trade to market your restaurant and keep customers coming back. Session includes instruction and round table discussion to solve current marketing challenges. \$30 registration fee. Presented by the SF SBDC.

### **Launching a Successful Bar Operation**

2/8

6:00 PM - 8:30 PM

Learn how to bring all of the pieces together prior to launching in the bar and club industry. Focus is given to marketing to create the “buzz.” \$30 registration fee. Presented by the SF SBDC.

### **Introduction to Federal Contracting**

2/9

9:00 AM - 12:00 PM

This class will cover the federal government market, what the federal government purchasing process is like, how to research government contract opportunities, identifying certification programs. Presented by the SF SBDC and The Federal Technology Center. Register for free at [www.theftc.org](http://www.theftc.org)

### **Maintaining Tax Records**

2/9

3:00 PM- 5:00 PM

Learn the money-saving tax strategies of the pros, in this fun interactive course, and how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with on-line banking and QuickBooks. Presented by SF SCORE. Registration fee: \$20.

## **Facebook 101 – Understanding Facebook and Using It to Promote Your Business**

2/10

6:00 PM – 9:00 PM

Do you want to join the Facebook movement, but aren't quite sure how? Do you just not understand the point of Facebook and how it actually could benefit your business? You are not alone! A large number of small business owners simply did not grow up in today's technology driven marketing world and never had the time to learn new tools such as Facebook. Let this class empower you! At the end of this class you will understand what Facebook is, how it works and how it can benefit your business. You will understand all the different ways you can leverage Facebook to market your business and you will have an outline for structuring your own Facebook marketing campaign.

## **Best Practices in Email Marketing**

2/11

10:00 AM – 12:00 PM

Proactive, outbound Email Marketing should be an important, key component of your overall marketing or customer/member communications strategy. Email marketing is cost effective and easy to measure. Suitable for all experience levels, this session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, writing good headlines and content, saving time, getting readers to take action, and more. The workshop will help you to reach more people with your message; create email campaigns that get results; get your emails opened and read; write compelling subject lines and copy; interpret email campaign results (open-rates, bounce-rates, click-thru rates, etc ...)

## **Basic Bookkeeping, Part Two**

2/11

1:00 PM - 4:00 PM

We'll cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

## **Trade Show Basics**

2/11

6:00 PM – 8:30 PM

Learn how to locate, prepare for and participate in domestic and international trade shows. \$25 Registration Fee. Presented by the SF Business Development Center.

## **Get Organized!**

2/11

6:00 PM - 8:00 PM

Do you want save time, money, and be more effective in your small business? Learn how by getting more organized! Our organizing expert will teach you effective ways of managing your space, your "stuff," and your time, to maximize your productivity and comfort.

## **How to Quickly Attract Your Prospect's Attention**

2/16

1:00 PM - 3:00 PM

What is your prospect most interested in? Whatever it is, this should be the first thing you address in all of your marketing communication (i.e. print, online and in-person). You need to come right to the key point. Then, explain further. In a world of short attention spans, you need to assume you will only have a few seconds to catch someone's interest before they move on.

### **Corporations and LLCs Offer Different Options**

2/16

3:00 PM - 5:00 PM

Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity including medical insurance plans, compensation strategies for tax planning, records management, and banking. Presented by SF SCORE, (415) 744 6827. Registration fee: \$20.

### **Taxes and Your Business, How to Prepare Schedule C**

2/16

6:00 PM - 8:30 PM

Prepare your business taxes for '08 and get ready for '09. Review what the IRS wants to know from you and how to report it on the Schedule C for your business. This is a class for business owners who need a basic understanding of their 1040 Schedule C tax forms. We'll also talk about what to do with the numbers once you have them. We don't guarantee you won't get audited, but this class will make it less likely.

### **State Labor Law and Payroll Tax**

2/17

9:00 AM - 3:00 PM

Jointly conducted by the Employment Development Department and the California state Department of Labor Standards Enforcement, this class will cover California recordkeeping and reporting requirements including employer obligations and payment requirements; common wage and hour laws; employer and employee rights and responsibilities. More information at (866) 873-6083, register at [www.edd.ca.gov/taxsem](http://www.edd.ca.gov/taxsem)

### **Commercial Insurance Buying; First Time Policies**

2/17

3:00 PM - 5:30 PM

What is a typical experience a business should have the first time it buys insurance policies? This class explores the basics of the initial information exchange with the agent/broker, what happens during the policy marketing phase, how to evaluate multiple quotes, and internal financial considerations of different types of policies.

### **Basic Bookkeeping, Part Three**

2/18

1:00 PM - 4:00 PM

Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

### **Stop the Bleed: Managing Employees in a Down Economy**

2/18

6:00 PM - 8:30 PM

In this workshop, learn how to create a healthier bottom line and thrive in a challenging environment. Learn about alternatives to layoffs, how to implement compliant layoffs, and preserving productivity and morale through the transition. \$30 registration fee. Presented by the SF SBDC.

### **How to Start and Manage a Small Business**

2/22

8:30 AM–5:00 PM

This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and six experts guide you through the basics of Business Plans, Accounting, Legal Structures, Sales & Marketing, and Financing.

Presented by SF SCORE. Registration fee: \$50.

### **Restaurant Series: Smart Management – People, Risk and the Law**

2/22

6:00 PM - 9:00 PM

We'll examine employment law, insurance protection and other legal matters. Based on real restaurant experiences, this class can help you avoid disaster and get the most out of your people and your location. \$30 Registration Fee. Sponsored by the SF SBDC.

### **Creating New Life and Work Performances**

2/22

6:00 PM - 8:00 PM

People live, learn, work and play with others - often with difficulty. In this workshop we'll introduce you to a unique performance-based approach to professional and personal development. There is growing recognition in the business community that improvisational performance is key to adult creativity, and, in these hard times, more important than ever. In this workshop we will work with you on learning how to "set the stage" for important client meetings and challenging interactions with employers, employees, business partners and clients.

### **Starting the Process of Writing Effective Business Plans**

2/23

6:00 PM – 9:00 PM

Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. In this highly compact presentation you will learn about the following components of a business plan Products/Services; Organization; Marketing; Customers; Finances; Market Research. Presented by SF SCORE. Registration fee: \$35.

### **Virtual Assistants and Your Business**

2/23

6:00 PM – 8:30 PM

Entrepreneurs and small businesses are choosing to work with virtual assistants in increasing numbers. The flexibility and cost effectiveness of working with a part-time, offsite support person is the perfect solution for many growing businesses. It is possible to increase income and productivity with a VA regardless of budget or industry, but it's important to delegate the right things to the right person, and work together in the right way.

### **Federal and State Basics of Payroll Tax**

2/24

9:00 AM - 3:00 PM

This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

### **Fashion Industry Workshop Series**

2/24

6:00 PM - 8:30 PM

This series of workshops is targeted at apparel and accessory business owners. Presented by Fashion Business Inc., registration is \$30 per class at [www.fashionbizinc.org](http://www.fashionbizinc.org)

### **SBA Certification Workshop**

2/25

10:00 AM - 12:00 PM

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### **QuickBooks Introduction**

2/25

1:00 PM – 5:30 PM

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### **Food Safety Certification**

3/1

8:30 AM - 5:00 PM

State law requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. Certification is mandatory and re-certification is required every three years. Registration and information is available at [www.ggra.org](http://www.ggra.org)

### **Restaurant Series: Customer Service – Good is Minimum**

3/1

6:00 PM – 9:00 PM

Learn how to hire, motivate and train your employees. Also learn how to define and share responsibilities between owners, managers and employees to achieve your service objectives and run a successful restaurant. Presented by the SF SBDC. \$30 registration fee.

### **Small Business Taxes**

3/2

3:00 PM-5:00 PM

Save money on your taxes by learning the IRS rules and regulations that apply to small-business owners, and ask your tax questions in this informative, interactive, live seminar covering tax

deductions, incorporations, LLC, and commonly used tax strategies. Presented by SF SCORE.  
Registration fee: \$20.

### **Twitter 101 for Business Owners**

3/2

6:00 PM - 8:30 PM

Using Twitter, you answer the question 'what are you doing?' in 140 letters or less, as often as you like. Other people can then sign up to 'follow' you and receive your updates. Come to this class and learn what is Twitter; is it right for you or your business; etiquette of Twitter; marketing strategies using Twitter.

### **Free and Low Cost Resources for Your Business**

3/3

8:00 AM - 10:00 AM

Representatives from SBA, SCORE, the SF SBDC, the Renaissance Entrepreneurship Center, and the San Francisco Public Library Small Business Center will discuss the resources available.

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3/3

10:30 AM - 12:00 PM

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### **Financing Your Business**

3/3

1:00 PM - 3:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs.

### **Business Law Basics**

3/3

3:30 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. This class does not constitute legal advice.

### **How to Manage Your Time so it's You Who Runs the Business, and Not Your Business that Runs You!**

3/3

6:00 PM - 8:30 PM

We'll discuss time management techniques that will help you to manage your business so that you're working smart and not hard! It is possible to have a business and a life, and learning how to be a great manager of time will help you do just that! Here's some highlights of what you will walk away with: learn to manage interruptions and shave hours off your work week; identify and eliminate "energy drains" and "time suckers" ; learn about single pointed focus; learn to set clear boundaries; learn what to do with your "to do list" so you actually get your tasks accomplished!

### **Basic Bookkeeping, Part One**

3/4

1:00 PM - 4:00 PM

Topics include cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee. Presented by the SF SBDC.

### **Social Networking to Market Your Business**

3/4

6:00 PM - 8:00 PM

Learn the importance of social networking as a marketing tool for your business; how to establish a dialogue with your customer base; and how to leverage existing social networks. \$35 Registration Fee (\$40 at the door) Presented by the SF SBDC and SBDC TAP.

### **Restaurant Series: The Green Restaurant: Incentives & Resources**

3/8

6:00 PM - 8:30 PM

Learn how to design your new restaurant or evolve your existing restaurant to incorporate sustainability advantages and rewards and moral incentives in buying fair trade products and utilizing green design. Registration \$30. Presented by the SF SBDC.

### **Doing Business with Blue Shield of California**

3/9

8:00 AM - 9:00 AM

Blue Shield of California is committed to supplier diversity by providing access and opportunity for all service providers to participate in our procurement process. A representative of the company will discuss their diverse supplier base; bid opportunities; prime suppliers and subcontracting opportunities; and goods and services sought.

### **Doing Business with Cisco Systems**

3/9

9:30 AM - 10:30 AM

This seminar will focus on how to be successful in offering your products and services to Cisco Systems. We'll discuss Cisco's Supplier Diversity program and look at technologies for small growing businesses.

### **Doing Business with Chevron**

3/9

11:00 AM - 12:00 PM

Learn the procurement process and opportunities for doing business specifically with Chevron in this informative presentation by a representative of the company.

### **Doing Business with Genentech**

3/9

2:30 PM - 3:30 PM

A presenter from Genentech will discuss opportunities for contracting to sell your goods and services to this leading biotechnology company.

### **Doing Business with Virgin America**

3/9

4:00 PM - 5:00 PM

A representative from the Virgin American airlines will discuss their procurement system including what goods and services they purchase and their interest in green procurement and minority suppliers.

### **Maintaining Tax Records**

3/9

3:00 PM- 5:00 PM

Learn the money-saving tax strategies of the pros, in this fun interactive course, and how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with on-line banking and QuickBooks. Presented by SF SCORE.

Registration fee: \$20.

### **How to Manage Your Business and Your Stress**

3/9

6:00 PM - 8:30 PM

Being a small business owner definitely has its stresses, particularly during these tough economic times, but it doesn't have to be stress-FULL. Learn invaluable tools to successfully manage your stress and your business. Overcome procrastination frustration and become a more effective, focused and fulfilled business owner.

### **Secrets to Buying a Business or Franchise**

3/9

6:00 PM-8:30 PM

Learn how to reduce your risk and improve your chances of success in buying a franchise or an existing business. Topics include Options for Financing; Choosing an Existing Business versus a Franchise; Where to Find a Business or Franchise; Working with Brokers. Presented by SF SCORE.

Registration fee: \$20.

### **How to Manage Unemployment Insurance Costs**

3/10

9:00 AM - 12:00 PM

The Unemployment Insurance tax works like any other insurance premium. The purpose of this seminar is to explain how the UI system works and how you as the employer can manage UI costs. Jointly conducted by the Employment Development Department and the California state Department of Labor Standards Enforcement, this class will cover. More information at (866) 873-6083, register at [http://www.edd.ca.gov/Payroll\\_Tax\\_Seminars/](http://www.edd.ca.gov/Payroll_Tax_Seminars/)

### **Leasing Commercial Space in the Bay Area**

3/10

6:00 PM - 8:30 PM

Learn the best practices for locating and leasing commercial space for your small business. topics covered will include Common Leasing Terms and Definition; What are the best ways to locate Commercial Property in the Bay Area; Negotiating Tips; Common Timeframes.

### **Basic Bookkeeping, Part Two**

3/11

1:00 PM - 4:00 PM

We'll cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

### **Wholesaling Tips of the Trade**

3/11

6:00 PM - 8:30 PM

Learn the smart way to run a wholesale operation. Areas covered include industry information and networking, cost vs. price, channel conflicts, branding and wholesaling online. \$25 registration fee. Presented by the SF Business Development Center.

### **Introduction to MS Excel**

3/15

6:00 PM - 8:30 PM

We'll cover set up, updating and maintaining spreadsheets, creating equations and functions, generating graphs, charts, and more. This is a hands-on workshop. Participants should be familiar with basic computer functions. \$30 registration fee. Presented by the SF SBDC.

### **Learn How To Maximize Your Talent**

3/15

6:00 PM – 8:30 PM

Do you feel as though you are a talented person who is struggling to reach your full potential? Do your friends and family members wonder why you have not yet reached your goals? Have your peers achieved more with less talent? If you answered yes to any or all of these questions, this workshop is for you! Based upon the 13 key choices that determine success as outlined in John C. Maxwell's book "Talent Is Never Enough," you will learn how to uncover your full potential, develop greater focus, and properly direct your energy to maximize your talent and become a talent plus person.

### **Prioritizing Prospects to Increase Your Sales Success**

3/16

1:00 PM - 3:00 PM

Learn how to prioritize which prospects are most likely to generate revenue for your business. Most small business owners make the mistake of treating all customers the same, rather than getting clear about where the money is in the marketplace. Learn to save time and energy, as well as produce greater results, by concentrating on those most likely to buy (e.g. fast vs. large purchase), repeat, or refer.

### **Corporations and LLCs Offer Different Options**

3/16

3:00 PM - 5:00 PM

Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity including medical insurance plans, compensation strategies for tax planning, records management, and banking. Presented by SF SCORE, (415) 744 6827. Registration fee: \$20.

### **Critical Thinking**

3/16

6:00 PM - 8:30 PM

Critical thinking is a process that challenges an individual to use reflective, reasonable, rational thinking to gather, interpret and evaluate information in order to make sound decisions. The process involves thinking beyond a single solution for a problem and focusing on deciding what the best alternatives may be. This course teaches specific techniques that can be applied to tasks and challenges related to the workplace and participants will be guided through a decision-making process as an in-class exercise.

### **Product for Profit**

3/17

6:00 PM - 8:00 PM

Discover how anyone can sell their products or inventions to the world's largest retailers without any previous sales experience and without any existing buyer relationships. In this workshop, you will learn what it takes to get your product into major chain store retailers. You will learn simple tricks and strategies about how to get a buyer's attention and ultimately how to get them to actually buy!

### **Basic Bookkeeping, Part Three**

3/18

1:00 PM - 4:00 PM

Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

### **Starting a Consulting Business**

3/18

6:00 PM – 8:30 PM

Our panel of experienced consultants will discuss the insider story of opening and running your business as a consultant. Topics will include finding clients, pricing your services, establishing a business identity, legal requirements, and maintaining customer loyalty. \$30 registration fee. Presented by the SF SBDC.

### **How to Start and Manage a Small Business**

3/22

8:30 AM–5:00 PM

This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and six experts guide you through the basics of Business Plans, Accounting, Legal Structures, Sales & Marketing, and Financing. Presented by SF SCORE. Registration fee: \$50.

### **Saving Money by Being Green!**

3/22

6:00 PM - 9:00 PM

Presented in partnership with SF Department of Environment's Energy Watch program. Learn how to save money through energy efficiency upgrades, rebate programs and incentives. Discover ways to get free expert assistance, energy assessments and guidance throughout the energy and water retrofit processes, ways to finance your green initiatives as well as help your business effectively

communicate these changes to your stakeholders. This class also teaches ways to develop marketing strategies for your green initiatives. \$20 registration fee. Offered by the SF SBDC.

### **Writing Effective Business Plans**

3/23

9:00 AM – 4:00 PM

Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. In this hands-on workshop, we will demystify the process using case studies and exercises. You will also develop a template for your own business that covers Products/Services; Organization; Marketing; Customers; Finances; Market Research. Presented by SF SCORE. Registration fee: \$50.

### **Federal and State Basics of Payroll Tax**

3/24

9:00 AM - 3:00 PM

This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

### **Change the Way You Think About Your Website!**

3/24

6:00 PM - 8:30 PM

Most prospective customers head straight to your website to assess your capabilities. It's often their first impression of your firm. Make sure it isn't their last. Discover how to create a positive visitor experience, keep visitors coming back, persuade them to send an inquiry or pick up the phone, and find out what people really think about your site. In this fun and interactive seminar, we'll look at websites from attendees who volunteered to have them evaluated— live. Combining professional perspective with candid feedback from the audience we identify specific steps you can take to optimize your site for lead generation. Even if your website isn't selected for an evaluation, you can apply the ideas, strategies and tips we discuss to improve your site's ability to connect with your prospects.

### **SBA Certification Workshop**

3/25

10:00 AM - 12:00 PM

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program.

### **QuickBooks Introduction**

3/25

1:00 PM – 5:30 PM

This overview will discuss setting-up, updating and running financial reports, and efficient procedures for entering your accounting data. This is a hands-on workshop. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that workshop. \$60 Registration fee. Presented by the SF SBDC.

### **Intermediate QuickBooks**

3/29

1:00 PM - 5:30 PM

Topics include payroll, setting preferences, restoring files, and list maintenance including chart of accounts. Participants should have completed Basic Bookkeeping Part I and Introduction to QuickBooks or be familiar with the concepts in these workshops. \$60 Registration fee. Presented by the SF SBDC. For more information call: 415-841-4050.

**Hi-Tech, Low-Cost - Using the Computer to Manage Your Business Cheaply and Effectively**

3/30

6:00 PM - 8:00 PM

Keeping costs low and practicing good management are essential to any small business. The computer has become the only way to operate a business efficiently. We'll look briefly at an overview of what a startup needs to do online and off, and focus on advantages and disadvantages in marketing. Presented by SF SCORE. Registration fee: \$35.

**Fashion Industry Workshop Series**

3/31

6:00 PM - 8:30 PM

This series of workshops is targeted at apparel and accessory business owners. Presented by Fashion Business Inc., registration is \$30 per class at [www.fashionbizinc.org](http://www.fashionbizinc.org)