

Free and Low Cost Resources for Your Business

7/1

9:00 AM - 11:00 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

7/1

11:30 AM - 12:30 AM

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

7/1

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

7/1

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.

Growing Your Business for Sale - Legal Issues

7/1

6:00 PM - 7:30 PM

This course addresses what steps you can take to ensure you maximize your company's opportunity for growth, and how to best position it for eventual sale. Topics will include protecting your company's assets (form of entity, agreements with employees, contractors and customers); the trouble with partners (buy-sell and other agreements); creating buyers for your business (making employees owners); what increases the value of your company; and how the purchase and sale transaction is structured.

Basic Bookkeeping, Part One

7/2

1:00 PM - 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of 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

7/2

6:00 PM - 9:00 PM

This class will explore combining a social change with environmental actions by defining sustainability and helping you to re-think your business model allowing you to be green and be successful at the same time. We will discuss strategies to propel you to greatness by helping you deal with issues like energy, water, waste and procurement. \$20 registration fee. Presented by the SF Small Business Development Center.

Health Insurance for Small Businesses Owners

7/6

6:00 PM - 8:30 PM

There are many healthcare options for growing companies which let employees choose coverage based in their individual needs. My goal would be to help small business owners understand their options based on benefits and cost.

Marketing Research - Discover Your Niche

7/7

1:30 PM - 3:30 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.

Secrets to Buying a Business or Franchise

7/7

6:00 PM - 8:30 PM

Learn how to reduce your risk and improve your chances of success in buying a franchise or existing business. Topics include Options for Financing; Choosing an Existing Business vs. a Franchise; Where to Find a Business or Franchise; Working with Brokers. \$20 registration fee in advance; or \$25 day of event. For information, contact SCORE at (415) 744-6827.

Basic Bookkeeping, Part Two

7/9

1:00 PM - 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will 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.

Employment Issues for Every Business

7/9

6:00 PM - 7:30 PM

Topics covered will include the importance of documentation during employment, wage and hour compliance issues (independent contractor v. employee, exempt v. non-exempt), how to handle workplace complaints, termination and reduction in force issues (final paycheck, severance agreements), overview of the new COBRA rules and San Francisco's employment ordinances.

Effortless Selling

7/9

6:00 PM - 8:00 PM

Tired of spending tons of money on marketing and not getting results? In today's economy, you can't afford wasting time or money. Sales is the most direct way to increase your bottom line. Join us and learn: the 5 most effective sales techniques; the 3 things NEVER to do; the 1 piece of advice that will change your business forever.

Music Publishing in Plain English

7/13

6:00 PM - 8:30 PM

Geared toward musicians, songwriters, and other music industry aspirants, we'll cover basic terms and concepts, key points such as copyright registration, music publishing income streams, publishing contracts, licensing agreements, mechanical royalties, ASCAP / BMI / SESAC, songwriting collaborations, and more.

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

7/14

10:00 AM - 12:00 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 using: spreadsheets, accounting software, a website, new marketing techniques, collaboration and online payments. Learn which of these and other basic computer practices you should consider for your business and how to set them up at low or no cost. Registration \$20 in advance or \$25 at door, presented by SCORE.

Get Top Positions on Google / Yahoo - Increase Your Sales!

7/14

2:30 PM - 5:30 PM

You can drive huge business to your website by having it show up in top positions on Google/Yahoo. In this class, you will learn how to get those top positions; how to avoid pitfalls that could get you banned from search engines; alternative E-marketing campaigns such as E-mail and sponsored search engines listings (Pay Per Click).

Boost Your Sales - Accept Credit Cards Online!

7/14

6:00 PM - 9:00 PM

Accepting credit cards on your website can boost your sales by 20-30%! In this class, you will learn how to find and implement the right solution for your business in as little as 15 minutes with a \$50 setup. This class will cover: How on-line card processing works, finding the right providers, understanding the security aspects and avoiding pitfalls.

Writing Effective Business Plans

7/14

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 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. \$35 registration fee in advance; or \$40 day of event. For information, contact (415) 744-6827, presented by SCORE.

Federal and State Basics of Payroll Tax

7/15

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.

Virtual Office Management

7/15

3:30 PM - 4:30 PM

This presentation will explain what is a virtual management, from the common perception to what higher-level responsibilities and skills that are required or expected within the more advance virtual management job function. This type of engagement is more likely the best alternative during the current economic turmoil; since start-up companies' owners tend to focus on the business strategy carefully, and allocate funds more conservatively.

Collateral Line of Credit: An Alternative to Bank Financing

7/15

6:00 PM - 8:30 PM

Collateral lending, which includes factoring, purchase order finance, and inventory finance, will be introduced, defined, and compared to mainstream bank financing. With a couple of case studies to demonstrate how collateral lending works and by itemizing its benefits and costs, the business

owner or prospective business owner will learn of more financial tools available to manage business growth.

Basic Bookkeeping, Part Three

7/16

1:00 PM - 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. 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.

Recursos de Bajo Costo o Gratis Para Empezar Su Negocio

7/16

6:00 PM - 8:30 PM

Escuche personas que hablan tocante las programas empresarios de la Área de la Bahía sin fines de lucro o de bajo costo para empezar un negocio. Empieza con un inversión mínimo!

Restaurant Series: Checklist for Starting a Restaurant

7/20

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!

7/20

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.

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

7/21

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.

State Labor Law and Payroll Tax

7/22

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

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

7/22

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.

QuickBooks Introduction

7/23

1:00 PM – 5:30 PM

Learn the basics of this useful and flexible accounting & bookkeeping application. This overview will discuss setting-up, updating and maintaining customer, vendor, account, and other lists, running financial reports, and efficient procedures for entering your accounting data. Exercises include entering invoices, customer payments, deposits, bills, cash disbursements, and other transactions. Additional topics include setting-up budget, account statement reconciliation, bank reconciliation, and more. 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.

Social Networking to Market Your Business

7/23

6:00 PM - 9:00 PM

In this class you will learn the importance of social networking as an integrated marketing tool for your business. Find out how to market using social networking tools, and how to establish a true dialogue with your customer base. Find out the best social networking tools to use in a business context, and how to leveraging existing social networks to market your business. \$35 Registration Fee (\$40 at the door) Presented by the SF SBDC and SBDC TAP.

How to Start and Manage a Small Business

7/27

8:30 AM - 5 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; Insuring Against Risk; Accounting; Legal Structures; Sales & Marketing; Financing. \$50 registration fee in advance; or \$60 on day of event. For information, contact (415) 744-6827. Presented by SCORE.

Restaurant Series: Understanding Food Costs/Menu Engineering

7/27

6:00 PM - 8:30 PM

In this class you will learn how to price your food & menu and how this relates directly to the financial success of your restaurant. We will also look at menu design and item placement to take advantage of proven methods to highlight those items that are the most profitable. This class will teach you a costing package that you can immediately apply to your business. \$30 Registration Fee. Presented by the SF SBDC.

Small Business Taxes

7/28

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, LLCs, and commonly used tax strategies. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Maintaining Tax Records for Small Business

7/28

6:00–8:00 pm

Learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use Technology to Better Manage Business; Online Banking; QuickBooks; Incorporation or LCC as a Tax-Planning Tool. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Intermediate QuickBooks

7/30

1:00 PM - 5:30 PM

Topics consist of preparing 1099s, payroll, setting preferences, restoring files, and list maintenance including your chart of accounts, customer, vendor, and class lists. 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.

Renaissance Center Fashion Industry Network workshop series

7/30

6:00 PM - 8:30 PM

This workshop is for apparel and accessory business owners. Information at www.rencenter.org
Registration \$30 per class at www.acteva.com/go/rec

Food Safety Certification - Golden Gate Restaurant Association

8/3

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

Get Organized!

8/3

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.

Writing Effective Business Plans

8/4

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. \$50 registration fee in advance; or \$60 on day of event. For information, contact (415) 744-6827, presented by SCORE.

What is the Buzz about Blogging and How is It Important for My Business?

8/4

6:00 PM - 8:30 PM

What strikes you when you hear about blogging? Bloggers? Bring your curiosity and eagerness to learn how the blogosphere, can and will propel your business. Learn the ABCs to optimally match your business plan's objectives to the power of the World Wide Web and what many now call Web 2.0, the art of social media networking. We will focus on demystifying the terminology so you can be transformed to a "passionate adopter" and learn how to target your market, reach more customers but most of all be seen as an "Influencer", not just a salesperson or marketer.

Free and Low Cost Resources for Your Business

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Financing Your Business

8/5

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

8/5

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.

Sell Your Business

8/5

6:00 PM - 7:30 PM

This class is for small business owners who are considering a sale of their business (\$500,000 to \$20 million in revenues). Basic topics will include: motivation for selling, pricing, how to package the business, finding buyers, screening buyers, purchase agreements, and guiding the negotiations through the close of escrow.

Introduction to Federal Government Contracting

8/6

9:00 AM - 12:00 PM

This class will cover where your company fits into the Federal government market, what the Federal government purchasing process is like, how to research government contract opportunities, identifying the certification programs for small businesses and where to go for assistance. Presented by the SF SBDC and The Federal Technology Center.

Basic Bookkeeping, Part One

8/6

1:00 PM - 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of 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.

Taxes and Your Business, How to Prepare Schedule C

8/6

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.

Business Development, Best Practices

8/10

8:30 AM – 4:30 PM

This workshop provides a thorough understanding of what all successful businesses have in common. As a small business owner, you will learn the best practices of successful businesses and how to incorporate them into your business plan so as to optimize your company's efficiency and growth while achieving an increase in the bottom line. Registration for this workshop is on-line at <http://www.onealtraining.com>.

Creating New Life and Work Performances

8/10

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.

Marketing: Building Awareness and Driving Sales

8/11

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. \$35 registration fee in advance; or \$40 day of event. For information, contact (415) 744-6827, presented by SCORE.

How to Quickly Attract Your Prospect's Attention

8/11

1:30 PM - 3:30 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.

Product for Profit

8/11

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!

The Art of Plastic - The Smart Way to Accept Credit Cards

8/12

6:00 PM - 8:30 PM

This course will explore who should be looking into opening a merchant account, methods of accepting payments from your customers, current trends, how you can turn a merchant account into greater profits for your business, where you can go to set up a merchant account, how the entire process flows and works, what you should consider before signing on the dotted line, merchant account terminology, and how you can save yourself money.

Basic Bookkeeping, Part Two

8/13

1:00 PM - 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will 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.

Maximize Your Web Site Traffic and Sales: Search Engine Optimization and Web Analytics

8/13

6:00 PM - 9:00 PM

Getting customers to your Web site involves much more than merely designing an interesting site for them to visit. In this class you will learn how to optimize your Web site to ensure the highest possible placing on the key search engines, and thus ensure more traffic. By learning how to use Web analytics you will also learn how to keep your customers on your site once they are there, and how to ensure the maximum conversion rates for site visitors into paying customers.

Presented by the SF SBDC. Registration fee \$35 in advance, \$40 at the door.

Cost and Pricing – Part One

8/17

8:30 AM – 4:30 PM

This workshop highlights the requirements for a government approved accounting system and helps to prepare for a DCAA and other government audits. Topics include Regulatory Environment; Cost Accounting System and Standards; Cost Estimation and Contracting Pricing. Also, provides an understanding of indirect rates, the basic 1, 2 or 3 tier options; fringes, overhead, and G&A of an indirect rate pool structure. Registration for this workshop is on-line at <http://www.onealtctraining.com>

Restaurant Series: Creating the Buzz Inside and Outside Your Restaurant

8/17

1:00 PM - 3:00 PM

Every person working in your restaurant is an extension of your brand. Engage your staff in the mission and promotion of your business. Your staff can become your customer evangelists by working as a team and by understanding the collective energy that is created. Also learn to develop PR strategies that build upon personal relationships. \$30 registration fee. Presented by the SF SBDC.

Selling Savvy, Sell Smarter Not Harder!

8/17

6:00 PM - 8:30 PM

Are you frustrated on where to begin in selling your product or service? Do you want to feel like the pros? 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.

Cost and Pricing – Part Two

8/18

8:30 AM – 4:30 PM

This workshop will discuss establishing an Onsite, Offsite Rate and Material Handling Indirect Rate. The goal is to build on and improve your insight of the real world of contracting with the Federal Government. Other topics include: Fines, Penalties and Interest; Selected Terminology; Coding Methods for Government Acceptable Accounting System (COA, Job Cost and Payroll); Key Pricing Regulations; and Cost Proposal Activity. Registration for this workshop is on-line at <http://www.onealtctraining.com>.

Intellectual Property for Artists and Entertainers

8/18

6:00 PM - 9:00 PM

An overview of intellectual property topics as they relate to the Arts and Entertainment industries, this class includes basic explanations of copyrights, trademarks, rights of publicity, patents and

proprietary trade secrets; covers important terms and concepts such as registration, infringement, licensing, collaborations, and works for hire, and more; and examines the impact of new technologies and the internet on creative intellectual property rights.

Business Planning with Your Vision, Your Values

8/18

6:00 PM - 8:30 PM

This workshop demonstrates how to weave your unique vision and values like integrity, purpose, meaning, and work-life satisfaction into such practical challenges as product development, financial management, marketing, sales and operations. Abundant resources include tips from the growing spirit in business, sustainability, and conscious capitalism movements.

Federal and State Basics of Payroll Tax

8/19

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.

Lessons Learned From Diddy On Entrepreneurship & Branding

8/19

6:00 PM - 8:30 PM

Dancer; event promoter; A&R rep; record producer; manager; label owner; artist; fashion designer; restaurateur; actor; executive producer; and mogul. Sean Combs (a.k.a. "Diddy") is the ultimate entrepreneur. This workshop offers an analytical look at his life and his phenomenal success, while revealing the secret formula for making money well-developed brands. A must attend workshop for those with entertainment industry aspirations.

Business Development, Strategic Marketing

8/20

8:30 AM – 4:30 PM

This workshop breaks down all facets of strategic marketing from A to Z, i.e.: how to choose the type of strategic plan that is right for your business; how to focus on the processes; the structures and how to lead and manage your plan once you have learned how to develop one. The small business owner will be able to integrate all aspects of the business's activities into a mutually supportive marketing strategy. You will learn the differences between how to develop internal strategies and external strategies and how to become proactive in achieving your business goals through strategic marketing. Highlights include: What is Strategic Thinking; What is Analytical Thinking and What is Strategic Positioning? Registration for this workshop is on-line at <http://www.onealtctraining.com>

Introduction to Microsoft Excel

8/20

6:00 PM - 8:30 PM

We will demonstrate setting-up, updating and maintaining spreadsheets, outlining and bordering, creating mathematical equations and functions, generating graphs & charts, and more. Exercises include budgeting, financial modeling and data sorting. This is a hands-on workshop. Participants should be familiar with basic computer functions. \$30 registration fee. Presented by the SF SBDC.

El Plan Comercial y la Contabilidad Básica para su Pequeño Negocio

8/20

6:00 PM - 8:30 PM

Discusión sobre el Plan Comercial, una herramienta que puede usar no solo para arrancar su negocio de forma más estratégica, sino que también puede usar para conseguir financiamiento para su empresa. También un examen básica de las reglas de contabilidad en su negocio.

Basic Bookkeeping, Part Three

8/21

1:00 PM - 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. 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.

From Kitchen to Market: Selling Your Specialty Foods

8/24

2:30 PM - 5:00 PM

You have a specialty recipe you think the market would crave - BBQ sauce, homemade cookies or jams? How do you transition from your kitchen to the outside world? It pays to understand the huge specialty food industry as you maneuver through it. 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. You will receive a take home package with worksheets, resource guide and trend analyses. \$30 registration fee. Sponsored by the SF SBDC.

Wholesaling Tips of the Trade

8/24

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 Small Business Development Center.

Step-By-Step Business Planning

8/25

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

8/25

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, LLCs, and commonly used tax strategies. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Connect to the Net- How to Launch Your Website Quickly

8/25

6:00 PM - 8:30 PM

This course will outline steps to either create the web site yourself, or how to go about selecting a company to create your web site, the average time and cost, how to identify and create content for the web site and how to maintain the site going forward.

Maintaining Tax Records for Small Business

8/25

6:00–8:00 pm

Learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use Technology to Better Manage Business; Online Banking; QuickBooks; Incorporation or LCC as a Tax-Planning Tool. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

How to Manage Unemployment Insurance Costs

8/26

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/

Renaissance Center Fashion Industry Network workshop series

8/26

6:00 PM - 8:30 PM

This workshop is for apparel and accessory business owners. Information at www.rencenter.org
Registration \$30 per class at www.acteva.com/go/rec

Keep Your Working Capital by Leasing Your Equipment

8/26

6:00 PM - 7:30 PM

Did you know that over 80% of businesses lease some or all of their equipment? Conserve your working capital by leasing equipment needed to operate your business. Terms are flexible and you can still own your equipment for a nominal fee at the end of the lease! Learn how equipment leasing works and how it can become a cash management tool with tax benefits.

QuickBooks Introduction

8/27

1:00 PM – 5:30 PM

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

Managing Employees in a Down Economy

8/27

6:00 PM - 8:30 PM

The current state of the economy is affecting many Bay Area businesses negatively. In this workshop, learn how to cut the fat, stop the bleed, create a healthier bottom line and survive - even THRIVE! - in a challenging environment. Learn about alternatives to layoffs, how to implement compliant layoffs, if necessary, and preserving productivity and morale through the transition. \$30 registration fee. Presented by the SF SBDC.

How to Start and Manage a Small Business

8/31

8:30 AM - 5 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; Insuring Against Risk; Accounting; Legal Structures; Sales & Marketing; Financing. \$50 registration fee in advance; or \$60 on day of event. For information, contact (415) 744-6827, presented by SCORE.

Launching a Successful Bar Operation

8/31

6:00 PM - 8:30 PM

This seminar teaches the attendee how to successfully bring all of the pieces together prior to

launching a successful concept in the bar and club industry. Special focus is given to marketing and public relations to create the “buzz” prior to launching. \$30 registration fee. Presented by the SF SBDC.

Prioritizing Prospects to Increase Your Sales Success

9/1

1:30 PM - 3:30 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.

Marketing Your Small Business: Go from Basic to Brilliant

9/1

6:00 PM - 9:00 PM

Learn marketing best practices and walk through industry-standard thinking, tools and techniques to get your company’s marketing program under control regardless of the size of your budget. A highlight of the day will be “3-minute makeovers,” in which participants can volunteer for group feedback on their materials and websites.

Attorneys: How to Pick 'em and Pay 'em

9/1

6:00 PM - 8:00 PM

When the economy dumps, businesses are more likely to get sued. Join us to gain risk management tips on how to avoid lawsuits and if needed, how to find the right attorney for the right price. Bring your questions and your sense of humor.

Free and Low Cost Resources for Your Business

9/2

9:00 AM - 11:00 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

9/2

11:30 AM - 12:30 AM

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

9/2

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

9/2

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.

Make Money from Social Media

9/2

6:00 PM - 8:30 PM

We will discuss the latest and greatest tools to use to garner short and long-term success. Also, you'll learn how to use social media to turn communication with your customers into conversations.

Become a Corporate Refugee; Learn How to Turn Your Expertise into a Business

9/2

6:00 PM - 8:30 PM

Have you ever wondered how you could use your business expertise outside of the 9-5 world? This class will give you an overview of what you need to start your own business. Learn what licenses and permits are needed, uncover marketable skills that you already possess, identify a target market and evaluate the break even point for your offering. If you've been thinking about a business idea, this is a great way to explore its feasibility.

Government Subcontracting

9/3

9:00 AM - 12:00 PM

Basics for prime contractors who are managing subcontracts; basics for subcontractors who are working with primes or managing other subcontractors. Discussion includes obtaining consent to subcontract, project management and controls, subcontract administration, marketing to prime contractors, common errors, and payment issues from the perspective of both primes and subs. Presented by the Federal Technology Center and the SF SBDC. Register for free at www.theftc.org

Basic Bookkeeping, Part One

9/3

1:00 PM - 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of 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.

Making the Most of Green

9/3

6:00 PM - 9:00 PM

We'll show you how to pay for it all using financing and rebates; how to build employee programs to energize your team. Learn to develop marketing strategies around sustainability so you can receive your just rewards. \$20 registration fee. Presented by the SF SBDC.

Secrets to Buying a Business or Franchise

9/8

6:00 PM - 8:30 PM

Learn how to reduce your risk and improve your chances of success in buying a franchise or existing business. Topics include Options for Financing; Choosing an Existing Business vs. a Franchise; Where to Find a Business or Franchise; Working with Brokers. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Five Easy Ways to Attract Targeted Website Visitors for Free

9/9

6:00 PM - 8:30 PM

Over 98% of websites get fewer than 5 visitors each day. Attracting high-quality website visitors doesn't have to cost a fortune. With a little direction, you can accumulate strategic one-way inbound links and watch the targeted traffic pour in!

Basic Bookkeeping, Part Two

9/10

1:00 PM - 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will 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.

Basic Website Skills for Small Business

9/10

6:00 PM - 8:30 PM

This overview of websites will cover template-based versus custom design websites; website hosting; registering your website; guide to building a professional website; promoting your website and more.

Leasing Commercial Space in the Bay Area

9/10

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.

Food Safety Certification - Golden Gate Restaurant Association

9/14

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

Trade Show Basics

9/14

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 Small Business Development Center.

Doing Business with Cisco Systems

9/15

9:00 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 Blue Shield of California

9/15

11:00 AM - 12:00 PM

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 Chevron

9/15

1:00 PM - 2:30 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

9/15

3:00 PM - 4:30 PM

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

Selling Your Small Company: Preparation and Pitfalls

9/15

1:30 PM - 3:30 PM

Selling a business is a complicated process with unlimited variables and pitfalls. Learn a methodology and process designed to maximize your chances of closing a deal and minimize deal-killing surprises. Learn how to Prepare and package your business for sale; Qualify potential buyers; Negotiate deal price and terms; Arrange acquisition financing. There is a lot to learn, and this seminar is an attempt to speed up the learning curve. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Writing Effective Business Plans

9/15

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 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. \$35 registration fee in advance; or \$40 day of event. For information, contact (415) 744-6827, presented by SCORE.

Employee or Independent Contractor?

9/16

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.

Public Speaking Skills

9/16

6:00 PM -8:30 PM

Participants will learn and practice powerful speaking techniques using voice, gestures, presentation structure and stories to make a positive impact on an audience of any size. I coach participants to avoid the typical, often boring, "recitation-style" presentations. You will learn a style where you gain the audience's attention through confident composure and constant interaction.

Basic Bookkeeping, Part Three

9/17

1:00 PM - 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. 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.

Mercadotecnia y Ventas: Que es la Relación?

9/17

6:00 PM - 8:30 PM

Escuche información para mejorar sus ventas por establecer un Plan de Mercado, y aprende como el mercadotecnia mejora tus ventas en el negocio.

Starting a Consulting Business

9/17

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.

Contracts 101: Understanding Contract Terms and Putting Them To Work For You

9/21

6:00 PM - 8:30 PM

Although lots of contracts seem to be filled with mind-bending legalese, there's no reason why this has to be true. Learn how to decode contract language, separate the critical from the trivial and focus on keeping the contract cart from getting in front of your horse of a deal.

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

9/21

6:00 PM - 8:30 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.

Small Business Taxes

9/22

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, LLCs, and commonly used tax strategies. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Restaurant Series: The Green Restaurant: Incentives & Resources

9/22

6:00 PM - 8:30 PM

We will look at going green with foodservice. Learn how to design your new restaurant or evolve your existing restaurant to incorporate sustainability advantages and rewards. We will also look at the social, economic and moral incentives in buying fair trade products and utilizing green design. Registration \$30. Presented by the SF SBDC.

Maintaining Tax Records for Small Business

9/22

6:00–8:00 pm

Learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use Technology to Better Manage Business; Online Banking; QuickBooks; Incorporation or LCC as a Tax-Planning Tool. \$20 registration fee in advance; or \$25 day of event. For information, contact (415) 744-6827, presented by SCORE.

Boosting Your Business with Publicity

9/23

6:00 PM - 8:30 PM

If you are a small business owner or independent contractor, you can benefit tremendously from improved publicity efforts. In fact, everyone can, but not everyone knows how. In this workshop you will learn the fundamentals of publicity and how to design a publicity campaign that can help position you as an authority, increase visibility for your business, and create a demand for your services and/or products. Those with entertainment industry aspirations encouraged to attend.

QuickBooks Introduction

9/24

1:00 PM – 5:30 PM

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

Marketing Plans That Work

9/24

6:00 PM – 8:30 PM

In this class you will learn practical techniques to properly identify your target market(s) and how to develop a strategic marketing plan to reach those target markets. Understanding these critical elements of business will prepare you for maximizing your productivity and profitability. \$30 registration fee. Presented by the SF SBDC.

How to Start and Manage a Small Business

9/28

8:30 AM - 5 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; Insuring Against Risk; Accounting; Legal Structures; Sales & Marketing; Financing. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Restaurant Series: Customer Service – Good is Minimum

9/28

6:00 PM - 9:00 PM

To make your restaurant a success you need employees who deliver great customer service. Learn how to hire, motivate and train your employees to meet the service demands of the industry. 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.

Federal and State Basics of Payroll Tax

9/30

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.

Renaissance Center Fashion Industry Network workshop series

9/30

6:00 PM - 8:30 PM

This workshop is for apparel and accessory business owners. Information at www.rencenter.org
Registration \$30 per class at www.acteva.com/go/rec